

CAI
SS170
-1991
M71



Multiculturalism and Canadians: Attitude Study 1991

National Survey Report

3 1761 11709841 8



CA1
SS170
-1991
M71


**MULTICULTURALISM AND
CANADIANS: ATTITUDE STUDY 1991**

National Survey Report

Submitted to: Multiculturalism and Citizenship Canada

Submitted by: Angus Reid Group, Inc.

AUGUST, 1991



Digitized by the Internet Archive
in 2023 with funding from
University of Toronto

<https://archive.org/details/31761117098418>

NOTICE TO READERS

A copy of the dataset can be obtained from Multiculturalism and Citizenship Canada upon request. The data are in SPSS format for the PC as well as an SPSS portable file.

Researchers are free to use these datasets as they see fit. However, scales or other materials created from this dataset are to be considered to be in the public domain.

If research based on these data is to be published or disseminated, Multiculturalism and Citizenship Canada would appreciate receiving a copy of the report, paper, etc. three weeks before any results are released so that it can have an adequate opportunity to review the research. However, it should be emphasized that researchers are completely free to analyze and interpret these data as they wish.

Any publications or reports are to indicate the following:

- the data were provided by Multiculturalism and Citizenship Canada
- the data were collected by The Angus Reid Group
- the dataset is identified by the federal collection number SSC/MUL-050-3343
- any opinions expressed in the research are the author's own opinions and interpretations and not those of Multiculturalism and Citizenship Canada.

Multiculturalism and Citizenship Canada does not anticipate changes to this dataset but will not guarantee that there will be no changes.

For more information on the dataset and related documentation, please contact:

Communications Branch
Multiculturalism and Citizenship Canada
25 Eddy st
Hull, Quebec
K1A 1K5

Tel.: (819) 994-0055
Fax: (819) 994-7687

Vous pouvez également obtenir la version française de ce rapport en communiquant avec la Direction générale des communications de Multiculturalisme et Citoyenneté Canada, au (819) 994-0055.

TABLE OF CONTENTS

1.0 INTRODUCTION	1
1.1 <i>Research Objectives</i>	2
2.0 EXECUTIVE SUMMARY AND RESEARCH HIGHLIGHTS	3
2.1 <i>Summary</i>	3
2.2 <i>Canadian Identity and Values</i>	3
2.3 <i>Ethnic Diversity in Canada</i>	4
2.4 <i>Awareness and Support for Multiculturalism Policy</i>	4
2.5 <i>Limits to Tolerance</i>	6
2.6 <i>Prejudice and Discrimination</i>	6
2.7 <i>Psychographic Segmentation of Attitudes Towards Multiculturalism</i>	6
3.0 THE SURVEY SAMPLE	7
3.1 <i>Selection and Validation of the Sample</i>	7
3.2 <i>Comparison to 1986 Census Population Data</i>	10
3.3 <i>Questionnaire Design</i>	10
3.4 <i>Data Collection</i>	11
3.5 <i>Data Analysis</i>	12
4.0 CANADIAN IDENTITY AND VALUES - FINDINGS	13
4.1 <i>Shared Canadian Values</i>	13
4.2 <i>Pride and Attachment to Canada</i>	15
4.3 <i>Satisfaction With Life in Canada</i>	15
5.0 DIMENSIONS OF MULTICULTURALISM - FINDINGS	16
5.1 <i>Multiculturalism Refers To...</i>	16
5.2 <i>Credibility of Statements Concerning Multiculturalism</i>	18
5.3 <i>Awareness of Multiculturalism Policy</i>	21
5.4 <i>Support for Various Elements of Multiculturalism Policy</i>	21
5.5 <i>Overall Support for Federal Multiculturalism Policy</i>	26
5.6 <i>Perceived Impact of Multiculturalism Policy</i>	27
Positive Impacts	27
Negative Impacts	27
5.7 <i>Multiculturalism and National Unity</i>	31
6.0 LIMITS TO TOLERANCE - FINDINGS	33
7.0 ETHNIC SELF-IDENTITY	39
7.1 <i>Ethnic Origin Self-Reporting and Description</i>	39
7.2 <i>Strength of Ethnic Descriptors</i>	42
7.2.1 CANADIAN	42

7.2.2	PROVINCE OF RESIDENCE	42
7.2.3	HYPHENATED-CANADIANS	43
7.2.4	FIRST ETHNIC ORIGIN	44
8.0	PREJUDICE AND DISCRIMINATION	49
8.1	<i>Prejudice and Discrimination in Canada</i>	49
8.2	<i>Levels of Inter-Ethnic Comfort</i>	49
9.0	PSYCHOGRAPHIC SEGMENTATION BASED ON	
	ATTITUDES TOWARDS MULTICULTURALISM	53
9.1	<i>An Explanation of the Psychographic Segmentation Process</i>	53
9.2	<i>Six Distinct Mindsets</i>	54
9.3	<i>Attitudes Towards Canadian Values</i>	58
9.4	<i>Notions of Multiculturalism and Ethnic Diversity</i>	58
9.5	<i>Attitudes Towards Multiculturalism Policy</i>	59
9.6	<i>Attitudes Towards Cultural Integration</i>	60

APPENDIX A - Questionnaire and Frequency Distributions (Percentages)

1.0 INTRODUCTION

The Angus Reid Group, a national public opinion research firm, was contracted by the Department of Multiculturalism and Citizenship to provide public opinion information to be used for developing policy, public education and communications initiatives. The overall research strategy involved a combination of qualitative exploration, using focus groups, followed by a national telephone survey. Focus group findings have been outlined in a separate report. This report presents the research findings from the national telephone survey conducted from June 29 to July 17, 1991.

The overall purpose of this report is to describe and summarize data collected in the quantitative survey phase of the research programme. Therefore, any conclusions presented in the report are meant to serve as working hypotheses suitable for testing in secondary analysis, not as the definitive interpretation of the survey results.

1.1 *Research Objectives*

Specific research objectives for the national survey included:

- To study the values and views shared by Canadians on Canadian identity, citizenship and ethnic diversity.
- To measure the degree of public understanding, acceptance and support of the government's multiculturalism policy and of the distinctive elements of that policy.
- To establish the **current character** of public attitudes related to ethnocultural diversity, racial discrimination and multiculturalism policies, as well as their role in Canadian nation building.
- To identify the key demographic, social and psycho-social factors which have an impact on perceptions of citizenship, multiculturalism and race relations in Canada.
- By serving as a reference point, to discern trends in attitudes over time (where possible) through comparison with previous studies and for the assessment of future changes.
- To examine the extent of possible geographical variations of public perceptions regarding multiculturalism in Canada.
- To establish base line data as the Department moves forward with the implementation of policy and program measures related to Canadian citizenship and multiculturalism policies.
- To identify the thrusts for long-term public education initiatives in support of the government's multiculturalism policies.

2.0 EXECUTIVE SUMMARY AND RESEARCH HIGHLIGHTS

Note: *Respondents were asked to rate several statements related to Canadian values, multiculturalism and ethnic diversity using seven point scales. Unless otherwise noted, the results presented here refer to overall scores of respondents defined as: agreement (scores of 5, 6, 7), neutral (score of 4), and disagreement (scores of 1, 2, 3).*

2.1 Summary

The survey results indicate that Canadians support the concept of a federal multiculturalism policy, particularly if it:

- affirms Canadian identity and pride.
- promotes the values that Canadians share.
- reduces the barriers (ie. discrimination and prejudice) to equal participation by all, regardless of ethnocultural origin, in Canadian society.

2.2 Canadian Identity and Values

- 89% of those surveyed identified with being a Canadian. Only 6% reported that they did not identify with being a Canadian.
- If they had to choose one answer:
 - ▷ Most respondents identified themselves as Canadian (63%) or by their province of residence (18%).
 - ▷ Of those born in Canada, 13% identify themselves primarily by their ethnic origin.
 - ▷ Of those born outside Canada, 33% identify themselves primarily by their ethnic origin.
- An overall majority (87%) were proud to be Canadians, and three quarters of total respondents agreed that more should be done to bolster this sense of national pride.
- Six in ten (59%) described "a deep emotional attachment to Canada."

- 95% of Canadians surveyed say that they can be proud to be Canadian and proud of their ancestry at the same time.
- A majority (78%) believe that Canadians hold many shared values.
 - ▷ 91% felt that these values are important in binding people together as a nation.
 - ▷ 89% of Canadians think that more should be done to emphasize their common values.
 - ▷ 65% of Canadians think that the *Canadian Charter of Rights and Freedoms* sets out many of the values which are shared by Canadians.
- A majority (61%) of those surveyed expressed strong or moderate satisfaction with life in Canada. Nearly four in ten (38%) however, held the opposite view and reported strong or moderate dissatisfaction with life in Canada.

2.3 Ethnic Diversity in Canada

- 82% of Canadians surveyed live in neighbourhoods with some or many persons of different ethnic or racial backgrounds.
- 73% have friends of different ethnic or racial backgrounds.
- 64% work with people who have different ethnic or racial backgrounds.
- 40% have family members of different ethnic or racial backgrounds.
- Two thirds (66%) of Canadians surveyed felt that a society with ethnic or cultural diversity is better able to tackle new problems as they occur.

2.4 Awareness and Support for Multiculturalism Policy

- Three in five (62%) respondents reported awareness of the federal government's multiculturalism policy. One in four (25%) indicated no awareness of a federal multiculturalism policy, and 13% were uncertain about the existence of a policy.
- In terms of defining multiculturalism, Canadians were of the opinion that it refers to:
 - ▷ Canadians of every ancestry (76%)
 - ▷ Immigrants regardless of colour (73%)
 - ▷ Cultural or racial minorities (67%)

- ▶ Canadians of non British/non French origin (54%)
 - ▶ Canada's aboriginal peoples (52%)
 - ▶ Promoting the English and French languages (47%)
 - ▶ Non white immigrants (49%)
 - ▶ Québec and the rest of Canada (44%)
- On the issue of the relative credibility of communications statements concerning multiculturalism, all statements tested were regarded as credible. The statement: "You can be proud of being Canadian and proud of your ancestry at the same time" received a virtually unanimous believability rating (95%), while the least credible statement tested: "Multiculturalism is vital to uniting Canada" still received a positive credibility rating of 79%.
 - Upwards of 90% of respondents agreed that potential multiculturalism policies should be concerned with:
 - ▶ Promoting equality among Canadians of all origins regardless of racial or ethnic origin (91%)
 - ▶ Ensuring equal access to jobs regardless of racial or ethnic origin (90%)
 - The least supported potential federal policy elements still received approval from a majority of respondents.
 - ▶ Helping ethnic and racial minorities preserve their cultural heritages in Canada (58%)
 - ▶ Funding festivals and special events (58%)
 - On a "ballot" question designed to measure total support for a federal multiculturalism policy, three in five (62%) expressed either strong or moderate support while 24% registered strong or moderate opposition. Fifteen percent were uncertain on this question. Women and younger Canadians were most supportive of multiculturalism policy while those with less than a high school education were less supportive.
 - Respondents were positively disposed towards the possible impact of multiculturalism policy on life in Canada and most believed such a policy would enrich Canada's culture (77%), promote a greater equality of opportunity (74%), and foster a stronger sense of belonging to Canada (73%). Only 12% believed the ultimate result of such a policy would be the destruction of the Canadian way of life.

2.5 Limits to Tolerance

- Most Canadians surveyed are opposed to polygamy (77%); teaching that males are superior to women (71%); and arranged marriages (64%).
- Nearly 80% of Canadians think that parents should not be allowed to refuse medical treatment for their children based on cultural or religious grounds

2.6 Prejudice and Discrimination

- Two thirds (66%) think that discrimination against non-whites is a problem in Canada.
- 56% agree that it is more difficult for non-whites to be successful in Canadian society than it is for whites.
- Few (15%) feel that racial intermarriage is a bad idea.
- Respondents were asked to indicate how "comfortable" they felt with individuals selected from a list of ethnocultural groups. In general, respondents tended to demonstrate a slightly higher level of comfort with individuals born and raised in Canada as well as with British, French and other longer established European origin groups. Levels of inter-ethnic comfort were lowest toward those coming from the Middle East and from the Indian sub-continent (Moslems, Sikhs, Indo-Pakistanis). However, it should be noted that those registering a lack of comfort with **specific** ethnocultural groups represented a small proportion of those surveyed.
- A tolerance scale was developed and utilized to measure Canadians' support or opposition to an extensive battery of attitude statements concerning race relations, ethnocultural diversity and multiculturalism in general. Younger respondents, those from higher income and educational levels, and women were generally more tolerant and aware of problems with discrimination, and were also more likely to support equal rights initiatives as remedies.
- 68% of Canadians think that problems of racism and prejudice will not solve themselves over time without the intervention of the government.

2.7 Psychographic Segmentation of Attitudes Towards Multiculturalism

- Based on a battery of questions related to attitudes towards ethnic diversity and multiculturalism, six psychographic segments were identified.

3.0 THE SURVEY SAMPLE

3.1 Selection and Validation of the Sample

The sample for the national survey involved a base sample of 2,500 Canadian adults along with "booster" samples in each of Toronto, Montreal and Vancouver in order to include at least 500 respondents in each of the three major urban centres in Canada. The total augmented sample size was 3,325. Table 1 shows the regional breakdown and corresponding confidence intervals (at a confidence level of 95%) for each region across the country.

Telephone numbers for the sample were randomly generated using the Angus Reid Group in-house computerized sample selection procedure which generates telephone numbers randomly by census division such that the sample is selected proportionate to population distributions consistent with Census data. A quota system was used to ensure proportionate representation by male and female respondents.

TABLE 1: NATIONAL SAMPLE FRAME

<i><u>REGION</u></i>	<i><u>Sample Size</u></i>	<i><u>Margin of Error</u></i>
ATLANTIC	231	$\pm 6.5\%$
QUÉBEC		
Excluding Montréal	426	$\pm 4.8\%$
Montréal only	500	$\pm 4.4\%$
ONTARIO		
Excluding Toronto	576	$\pm 4.1\%$
Toronto only	500	$\pm 4.4\%$
PRAIRIES	442	$\pm 4.7\%$
BRITISH COLUMBIA		
Excluding Vancouver	152	$\pm 8.0\%$
Vancouver Only	500	$\pm 4.4\%$
CANADA		
Total Proportionate Sample	2500	$\pm 2.0\%$
Total Sample	3325	$\pm 1.7\%$

TABLE 2: NATIONAL SAMPLE FRAME -- Sample Validation

	<u>1991 SURVEY</u>	<u>1986 CENSUS</u>
<u>SEX</u> ¹		
Male	49%	49%
Female	51%	51%
<u>AGE</u> ¹		
18-24	12%	16%
25-29	12%	12%
30-34	14%	12%
35-39	12%	11%
40-44	11%	9%
45-54	15%	14%
55-64	13%	12%
65 +	11%	14%
<u>EDUCATION</u>		
High School Incomplete	16%	17%
High School Graduate	24%	39%
Post-Secondary	33%	25%
University Graduate	26%	19%
<u>BIRTH PLACE:</u>		
Canada	84%	83%
Other	16%	17%
<u>ETHNIC ORIGIN:</u>		
British	51%	50%
French	29%	32%
Other	20%	18%
<u>INCOME</u> ²		
Under \$10,000	5%	6%
\$10,000 to \$19,999	13%	18%
\$20,000 to \$29,999	14%	17%
\$30,000 to \$39,999	17%	18%
\$40,000 to \$49,999	13%	14%
\$50,000 or more	39%	25%
(\$50,000 to \$59,999)	(12%)	n/a
(\$60,000 to \$69,999)	(8%)	n/a
(\$70,000 to \$79,999)	(5%)	n/a
(\$80,000 or over)	(14%)	n/a

¹ Census Data Based on Percent of Adult Population, 18 years of age or older.² Based on 1985 Income Levels

3.2 Comparison to 1986 Census Population Data

Table 2 provides a comparison of the demographic composition of the survey and 1986 Census data for the comparable aged population. As Table 2 shows quite clearly, the survey distributions closely approximate census data with the exception of educational levels, where there are differences among those with high school or greater. One possible explanation of this discrepancy is that the survey uses one question to obtain this data, whereas the Census measure is a composite of a number of questions designed to elicit as exact a measure of education level as possible.

3.3 Questionnaire Design

The survey questionnaire used for the study emerged after an extensive review of an original draft questionnaire provided to the Department by Professors Berry and Kalin of Queen's University. The questionnaire review process involved:

- ☐ Meetings with Professors Berry and Kalin, Departmental officials, representatives from the Office of the Coordinator of Public Opinion Research, and the Project Team from the Angus Reid Group.
- ☐ An extensive series of focus groups conducted across Canada.
- ☐ An extensive "pilot test" survey conducted by telephone among 120 randomly selected Canadian adults.

The revised questionnaire that emerged from the review process was then again pre-tested before finally being fielded. A copy of the questionnaire used in the survey has been appended to this report (see Appendix A). Research items within the survey instrument included:

- ☐ Awareness of multiculturalism policy and support for various elements of the policy;
- ☐ Believability of statements concerning multiculturalism;
- ☐ Perceived impact of multiculturalism policy on Canadian culture and national unity;
- ☐ Attitudinal statements measuring limits to tolerance of other cultural values and practices;

- Degree to which Canadians have contact with Canadian persons with different cultural and racial origins;
- Respondent characteristics relating to ethnic background and ethnic and cultural identification and to language use;
- Overall satisfaction with life in Canada and degree of attachment to Canada;
- Perceptions of the degree to which Canadians share values;
- Demographic information including age, family composition, education, occupation, religion, income, region and rural/urban residence.

3.4 Data Collection

The survey was administered by telephone through the Angus Reid Group's national network of eight telephone interviewing centres across Canada. All telephone interviewing was conducted between June 29th and July 17th, 1991, under fully supervised conditions. Each completed interview was checked by supervisory personnel for completeness and accuracy prior to data entry. Interviews were conducted in either English or French, according to the language preference of the respondent.

TABLE 3: Final Field Report

Call Disposition	Number of Calls	% of Total Attempts
Total Attempts	65,814	100.0%
Not in Service	10,781	16.4%
No Answer	28,841	43.8%
Call Back	8,947	13.6%
Disqualified	1,340	2.0%
Refusal	12,334	18.7%
Termination	246	0.4%
Completed Interviews	3,325	5.0%

A minimum of 3,312 interviews were necessary to meet the survey design specifications. As Table 3 indicates, a total of 65,814 telephone calls were made in order to accomplish this objective. Ultimately, 3,325 interviews were completed, since all interviews in progress are completed once the required number of surveys has been reached. The overall rate of response based on the number of completed interviews versus households contacted is 15.5%.

3.5 Data Analysis

All data tabulation and analysis was undertaken through the Group's in-house facilities in Winnipeg. Data analysis was undertaken by the Angus Reid Group using the SPSSx Statistical Package. Along with crosstabulations of attitudinal and opinion questions by demographic and regional characteristics, the analysis employed an attitudinal segmentation to identify the size and demographic composition of groups as defined by their attitudes and perceptions. Six attitudinal segments were derived from a cluster analysis of key attitudinal items in the survey. Section 9 of this report provides an overview and description of the attitudinal segments. **All findings presented in the following sections of the report refer to the weighted sample data.**

4.0 CANADIAN IDENTITY AND VALUES - FINDINGS

Note: *In the following sections, top-box scores are used to present items which required responses along a seven point scale to reflect agreement with attitudinal or behavioral statements. Top-box scores are simply the summed percentage of 6 and 7 responses which are interpreted to reflect strong agreement (ie. intensity or commitment) with a questionnaire item. An identical procedure may be employed to calculate bottom-box scores, or strong disagreement, by utilizing the sum of 1 and 2 scores on these attitudinal and behavioral items. Top and bottom box scores provide a less cumbersome means of comparing public attitudes across a large number of questionnaire items than can be accomplished by reporting on the percent totals for every number on a scaled item. The detailed frequency distribution for each question is presented in Appendix A.*

4.1 Shared Canadian Values

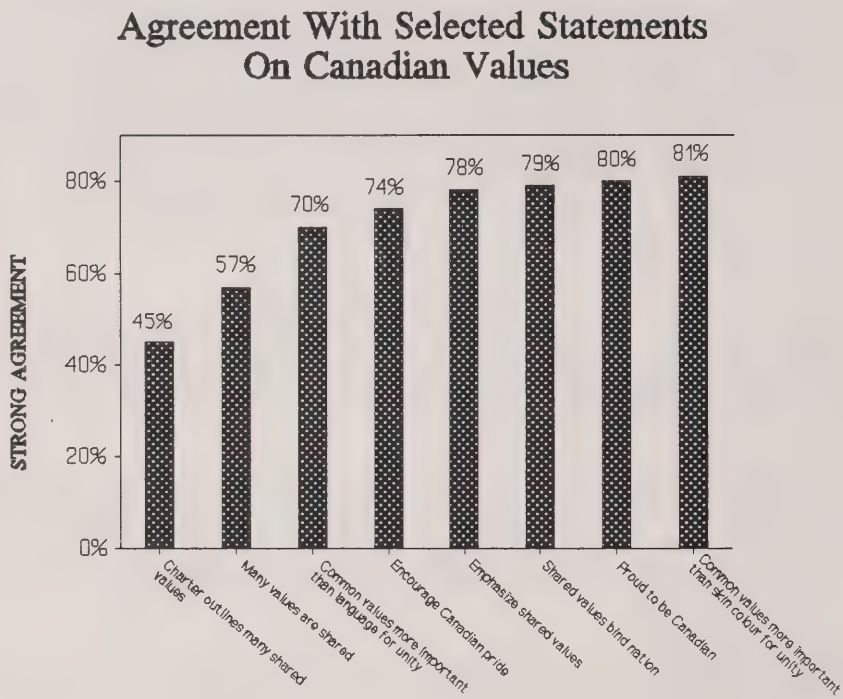
Nearly six in ten (57%) of those surveyed for this research agreed that there are many values which are shared by most Canadians. This sentiment was particularly evident among respondents in Atlantic Canada (73%). Respondents over the age of 65 (70%) were most likely to affirm these common Canadian values.

Four in five respondents overall expressed the view that shared values are important in binding people together (79%), that these values are more important than the differences evident in skin colours (81%) and that these shared values should be "emphasized" (78%). Seven in ten (70%) respondents thought that these shared values were more important than linguistic differences.

On a related question concerning the *Canadian Charter of Rights and Freedoms* as a document which defines shared Canadian values, only a minority (45%) were willing to describe it in such terms. Atlantic Canadians (55%), and those born outside of the country (51%) were more likely than others to accept *the Charter* as a declaration of shared values.

Chart 1 details the level of agreement for each statement.

Chart 1:



NOTE: Strong Agreement equals 6 or 7 on a 7 point scale.

4.2 *Pride and Attachment to Canada*

Three in five (59%) Canadians surveyed overall report *a deep emotional attachment to Canada and what it stands for*. These figures vary considerably across demographic subgroups. Respondents were also asked to agree or disagree with the statement *I am proud to be Canadian*, and whether or not they agreed that more should be done to bolster pride in their citizenship. Overall, fully eight in ten (80%) Canadians surveyed were willing to report pride in their citizenship, and three quarters (74%) said that more should be done to improve this sense of pride. Atlantic Canadians (91%) and respondents over the age of 65 (89%) were most likely to affirm their pride, and those polled in the Manitoba/Saskatchewan region (83%) were more likely than others to say they believed more should be done to encourage Canadian pride.

4.3 *Satisfaction With Life in Canada*

Three in five (62%) Canadians surveyed report either strong or moderate satisfaction with life in Canada. The remaining 38% expressed the opposite view. All respondents expressed an opinion.

Regionally, those from British Columbia (70%) were more likely than those in other parts of the country to describe themselves as satisfied, while Ontarians (57%), and more specifically, Torontonians (54%) were somewhat less likely to report satisfaction. A majority of Québécois (61%) surveyed expressed satisfaction with life in Canada, closely in line with the national average. Interestingly, Canadian youths under the age of 24 years (72%) were more likely than those from other age groups to report strong or moderate satisfaction with life in Canada and respondents from the 45 to 64 years group (56%) were least likely to describe themselves as satisfied. Satisfaction with life in Canada also appears to be positively correlated with education and income in the sense that reported satisfaction progressively increases with each subsequent level of formal schooling, as well as with annual family income bracket.

5.0 DIMENSIONS OF MULTICULTURALISM - FINDINGS

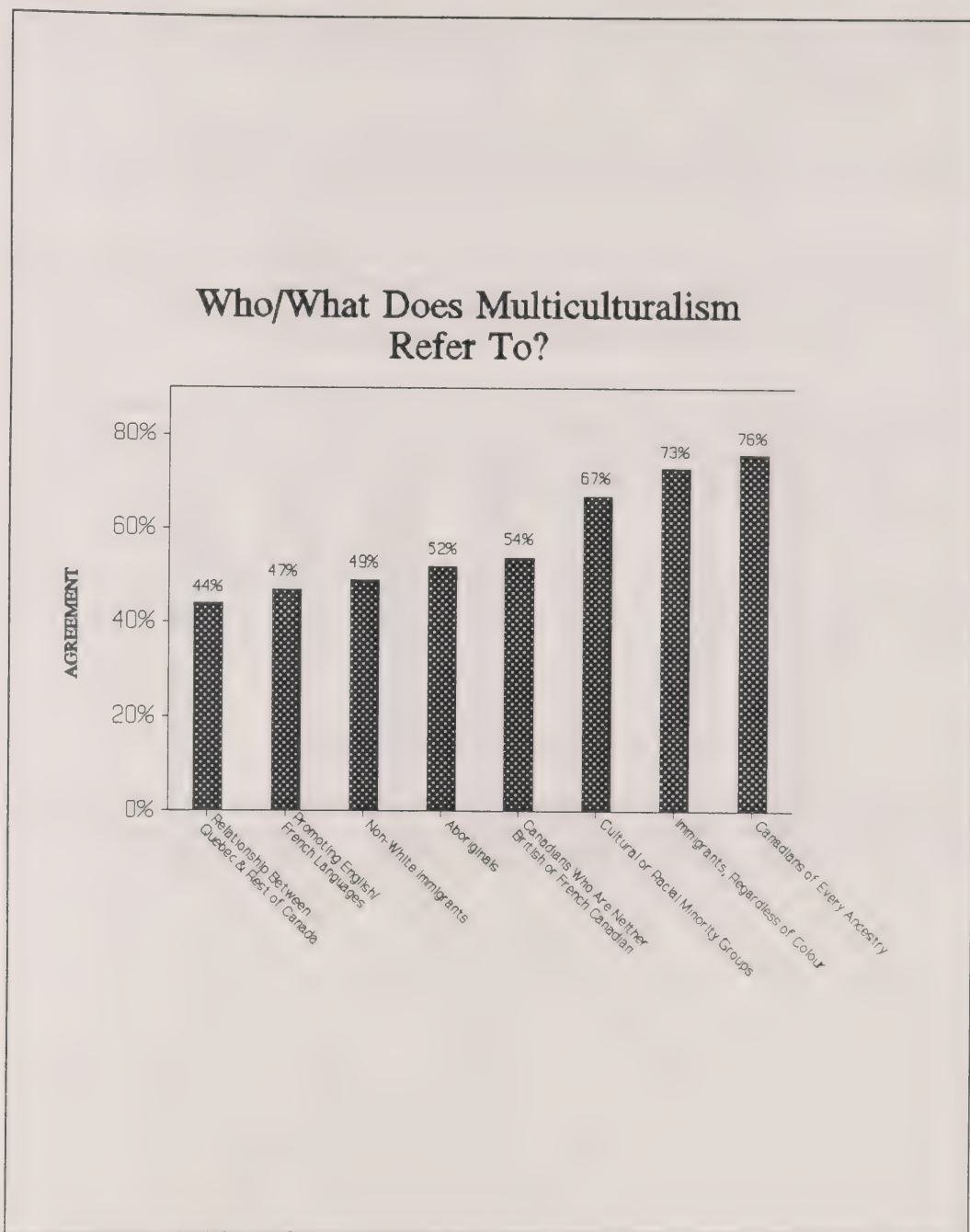
5.1 *Multiculturalism Refers To...*

Respondents were asked to complete the phrase: *When I hear people talking about multiculturalism, I think they are referring to...* from a range of options. The choices are presented from most to least popular are displayed in Chart 2.

The most common overall response was *Canadians of every ancestry*. Fully three quarters (76%) of those surveyed provided this broad interpretation of multiculturalism with British Columbians and Albertans (both 83%) leading all other regions and attitudinal groups in this respect. Quebecers (69%) were less likely than those from other regions to agree that multiculturalism refers to Canadians of any ancestry although, even in this case, a majority followed the national trend.

The next most common response to the question of multiculturalism's meaning was "*immigrants, regardless of colour*" which was also offered by a large majority of respondents (73%). There was very little demographic or regional variation among those who responded positively to this definition.

Chart 2:



Nearly seven in ten (67%) respondents believed that multiculturalism referred to cultural or racial minority groups. Again, there was very little variation on response across demographic and regional groupings.

More than one half (54%) of total respondents believed that multiculturalism referred to Canadians who were neither of British nor French origin. There was only minimal variation among respondents across regional and other demographic groups for this definition.

A slight majority (52%) reported the opinion that multiculturalism refers to Canada's aboriginal peoples including the Inuit and Metis. Atlantic Canadians (63%) were more likely than those in other regions to offer this interpretation, while those born outside of Canada (43%) were less likely to name Native Peoples as the subjects of multiculturalism.

Respondents were evenly divided (49%:49%) in their interpretation of non white immigrants as the group to which multiculturalism refers. There is no significant variation on these responses across regions or demographic groups. Similarly, those surveyed were split in their opinion (47%:49%) as to whether multiculturalism refers to the promotion of the French and English languages in Canada.

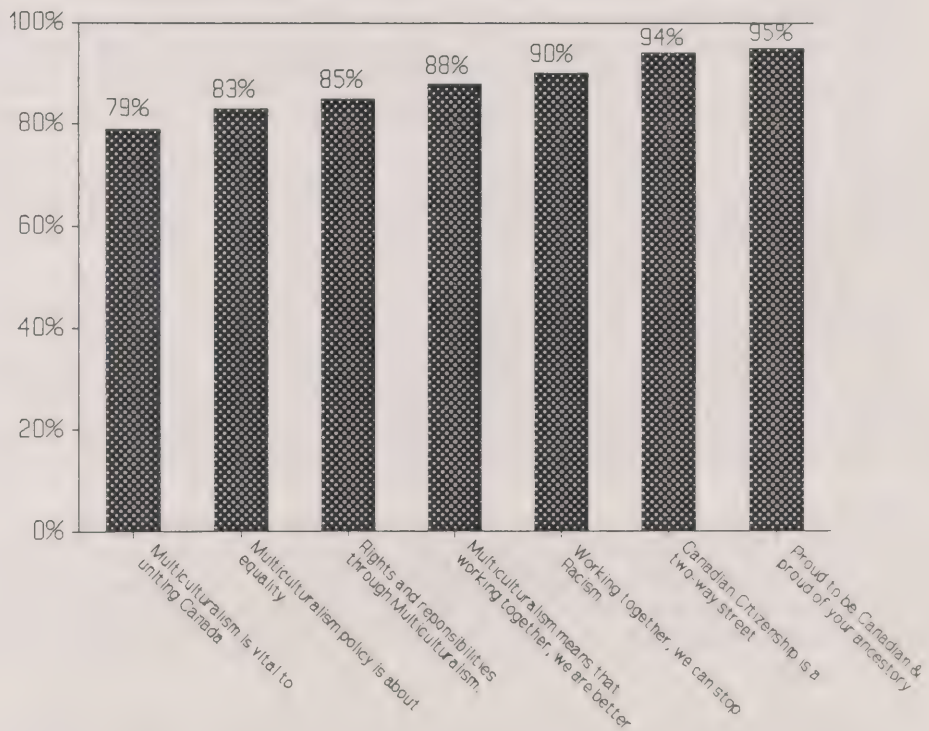
A small majority (52%) of those polled were certain that multiculturalism did not refer to the relationship between Québec and the rest of Canada. Atlantic Canadians (51%) and French speaking respondents (56%) were more likely to report the opinion that multiculturalism is concerned with official language issues.

5.2 Credibility of Statements Concerning Multiculturalism

Opinion was gathered on a series of statements concerning multiculturalism and citizenship and specifically respondents were probed for their views on the believability of these statements. Chart 3 provides the breakdown of believability on the statements.

Chart 3:

Believability of Statements About Multiculturalism Policy



The following are the verbatim statements and an analysis of responses in descending order of believability:

- *You can be proud of being Canadian and proud of your ancestry at the same time.* This statement exceeded all others in perceived credibility with 95% describing it as either very (77%) or somewhat believable (18%). There was very little variation in response to this statement across demographic subgroups.
- *Canadian citizenship is a two way street...it means everyone in Canada has both rights and responsibilities.* This statement received virtually the same credibility score (94%) as the statement on pride and ancestry (very believable: 71%; somewhat believable: 23%). Again, responses remained highly consistent across demographic subgroups.
- *Working together, we can stop racism.* Fully nine in ten (90%) respondents were willing to describe this statement as very (58%) or somewhat believable (32%). Respondents over the age of 65 (84%) were the least persuaded by this message. Respondents from the augmented sampling within the city of Vancouver (60%) also tended to question the believability of this statement in greater numbers than those in other Canadian centres.
- *Multiculturalism means that working together we are better.* Nearly nine in ten (88%) were willing to describe this statement as either very (54%) or somewhat believable (34%). Across demographic groups there was only minimal variation.
- *Multiculturalism is vital to uniting Canada.* Although this statement was regarded as less credible than others, nearly eight in ten (79%) Canadians surveyed believed it to be very (47%) or somewhat believable (32%). Atlantic Canadians (89%) and those in the Manitoba/Saskatchewan region (87%) were more likely than those in other areas to consider this statement as believable. Interestingly, females (84%) were more likely than males (75%) to regard this statement as very or somewhat believable.
- *Multiculturalism is the way we can ensure that everyone, regardless of origin, is able to achieve all of the rights and responsibilities of citizenship.* Fully 85% described this statement as very (43%) or somewhat believable (42%). Little variation in response to this statement was apparent across demographic groups, although wealthier respondents (78% earning \$80,000 or more) were less likely than average to consider this statement to be credible.
- *Multiculturalism is about equality for Canadians of all origins.* More than four in five (83%) of those surveyed were willing to describe this statement as very (42%) or somewhat believable (41%).

5.3 Awareness of Multiculturalism Policy

Three in five (62%) respondents overall reported an awareness of the federal government's multiculturalism policy. One in four (25%) believed that no such policy was in existence, and 13% reported uncertainty about the existence of such a policy.

One half (49%) of those polled in Atlantic Canada believed that such a federal policy existed. However, respondents in this region were more likely than others to report the view that there is no such policy (30%). One in five (21%) Atlantic Canadians were uncertain of the existence of such a policy, the highest reported uncertainty of all regions. Respondents over the age of 65 (50%), as well as those with incomplete high school training (48%) and low family incomes (50% under \$20,000 yearly), were least likely to report an awareness of this policy, while professionals (71%), and those from high income brackets (75% over \$80,000 yearly), were most likely to report awareness.

5.4 Support for Various Elements of Multiculturalism Policy

Support was probed for a series of possible elements of a federal multiculturalism policy with respondents indicating support or opposition to a series of twelve possible policy components or directions (see Charts 4 and 5). Two important trends were evident across the items evaluated; these included a negative correlation between age and support (older respondents were consistently less likely to support most elements), and a positive relationship between level of education and support for the various potential elements of a multiculturalism policy. The following is a summary of responses in descending order by strong support:

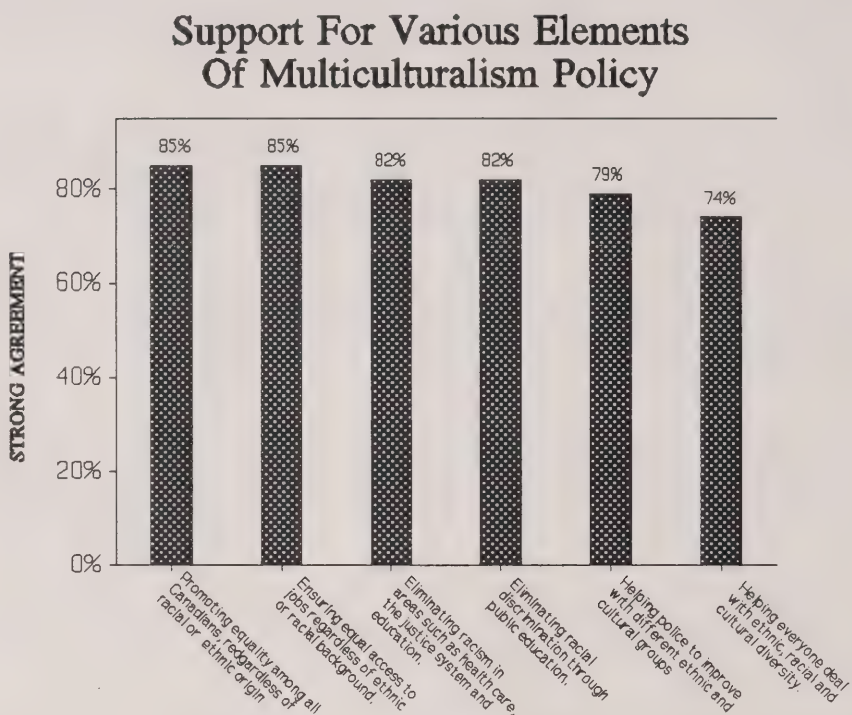
- *Promoting equality among all Canadians, regardless of racial or ethnic origin.* This component was supported by more than four in five (85%). Those born outside of Canada (90%) were more likely than their Canadian-born counterparts to be strongly supportive of this possible policy element.
- *Ensuring equal access to jobs regardless of ethnic or racial background.* Also receiving strong support (85%), this policy element received no noteworthy variations across demographic descriptors, however the same proportional variation between Canadian and non Canadian born subjects was evident as was the case with the policy element discussed above.
- *Eliminating racism in areas such as health care, the justice system and education.* A significant majority (82%) were supportive of this policy element. Of these, respondents over the age of 65 years (74%) are less likely than younger Canadians to support this measure.

- *Eliminating racial discrimination through public education.* Similar to the policy element above more than eight in ten (82%) were supportive of this policy element, with respondents over the age of 65 years (75%) being less likely than younger Canadians to support this measure.
- *Helping police to improve their ability to deal with different ethnic and cultural groups.* Four in five (79%) total respondents also supported this policy element. Interestingly, women (75%) were somewhat more likely than men (64%) to support this component.
- *Helping everyone deal with ethnic, racial and cultural diversity.* Three quarters (74%) believed that this was an important potential policy element. Those born in Canada (75%) were more likely than those born outside of the country (70%) to support this policy item, while women (78%) were more likely than men (70%) to approve.
- *Having people from different ethnic and racial groups living in the same country.* Similar to the item directly above, three quarters (74%) of those polled believed that this was an important potential policy element. Those born in Canada (73%) were less likely to report approval than those born outside of the country (81%).
- *Help Canadians who are immigrants to acquire the knowledge and skills they need to integrate into Canadian society.* Three quarters (73%) believed that this was an important potential policy element. Those born in Canada (72%) were less likely than those born outside of the country (79%) to support this policy item.
- *Developing materials for all school systems in Canada to teach children and teachers about other cultures and ways of life.* Seven in ten respondents (70%) were willing to offer support for this potential policy component, with women (75%) being slightly more supportive than men (64%).
- *Ensuring that organizations and institutions reflect and respect the cultural and racial diversity of Canadians.* A convincing 67% reported support for this policy measure, with little variation across demographic or regional classifications.
- *Recognizing that cultural and racial diversity is a fundamental characteristic of Canadian society.* Fully two in three respondents (65%) reported support for this component. Those born outside of Canada (71%) were somewhat more likely to be supportive than Canadian born respondents (65%).

- *Funding festivals and special events celebrating different cultures.* While a relatively low top-box of 42% supported this measure. This policy appealed more to females (48%) than males (38%). Younger Canadians (56% of those under 24 years) and those who were unemployed (56%) were more likely to support this measure than older respondents and those with full time employment.

- *Helping ethnic and racial minorities preserve their cultural heritages in Canada.* Forty-three percent of those polled approved of heritage preservation. Females (47%) were somewhat more likely than males (38%) to be supportive of this element. Youths under the age of 24 years (55%) exceed the average on support for this policy element while those earning in excess of \$80,000 annually (33%) were less enthusiastic than others.

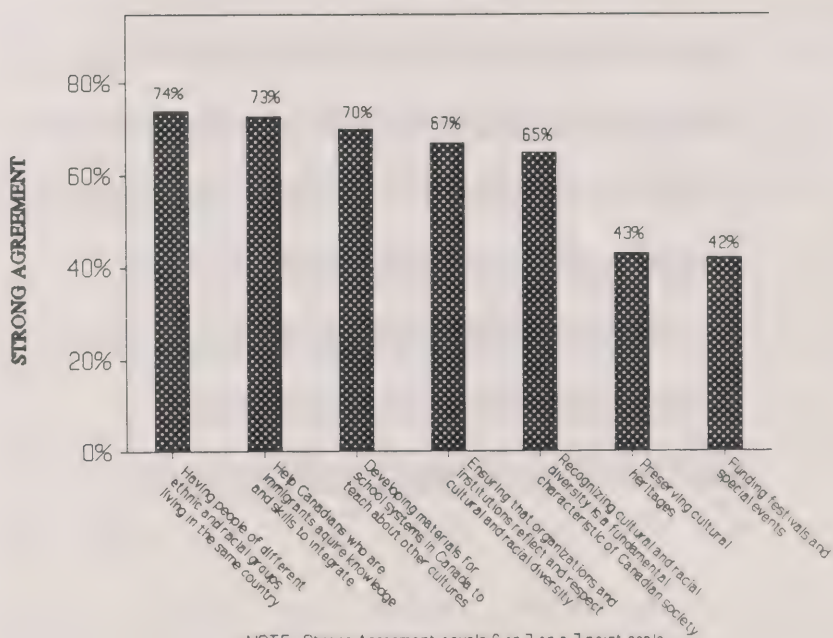
Chart 4:



NOTE: Strong Agreement equals 6 or 7 on a 7 point scale.

Chart 5:

Support For Various Elements Of Multiculturalism Policy (continued)

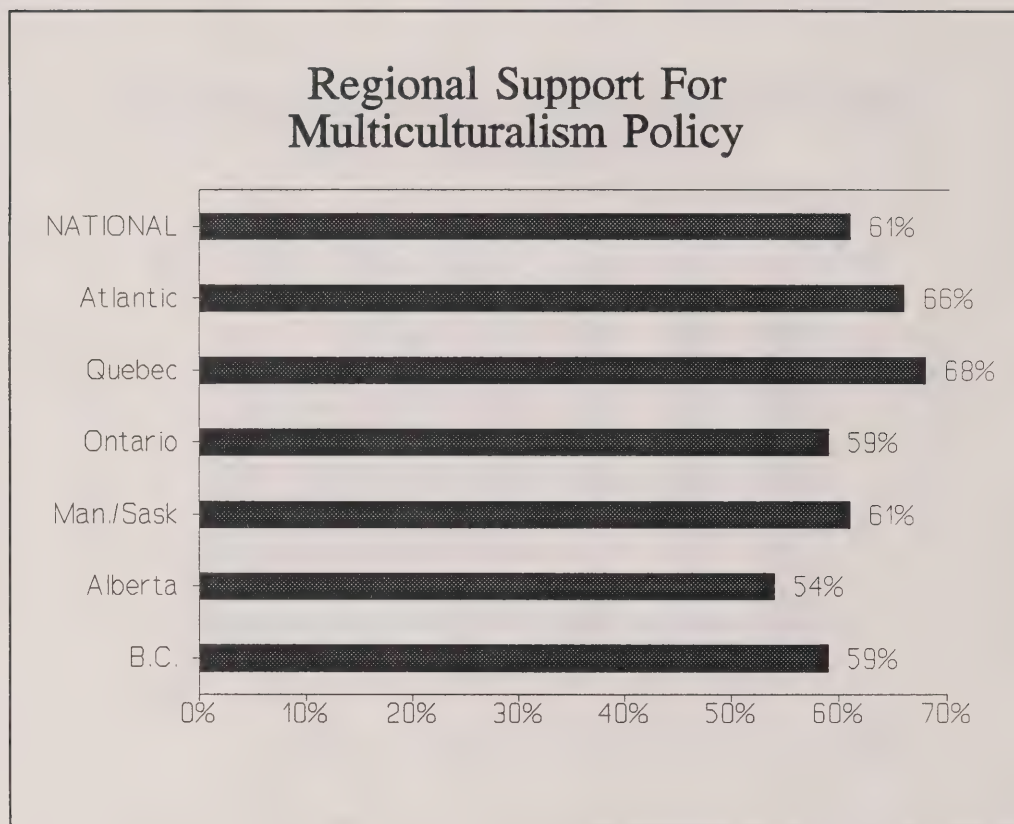


NOTE: Strong Agreement equals 6 or 7 on a 7 point scale.

5.5 Overall Support for Federal Multiculturalism Policy

Three in five (61%) respondents overall expressed either strong or moderate support for the federal government's multiculturalism policy. One in four (24%) registered either strong or moderate opposition to the policy, while 15% were uncertain on this question. The regional distribution of support, both strong and moderate, is illustrated below:

Chart 6:



Survey respondents from Alberta (54%) were somewhat less likely than those in other regions to support the federal policy on multiculturalism. Women (65%), and respondents 24 years of age or younger (74%), were more likely than men and older respondents to offer support for the policy.

5.6 *Perceived Impact of Multiculturalism Policy*

A series of possible scenarios, involving the possible impact of multiculturalism policy on Canadian society, were presented to respondents and opinion was gauged on overall outlook (see Charts 7 and 8). Generally, respondents were positively disposed to the prospective influence of multiculturalism policy on Canadian society. Some patterns in responses were apparent including a tendency among women, younger Canadians and those residing in Atlantic Canada to view the potential impact of multiculturalism policy as positive. A brief summary of responses to these scenarios is presented below and separated into positive and negative categories:

A) *Positive Impacts*

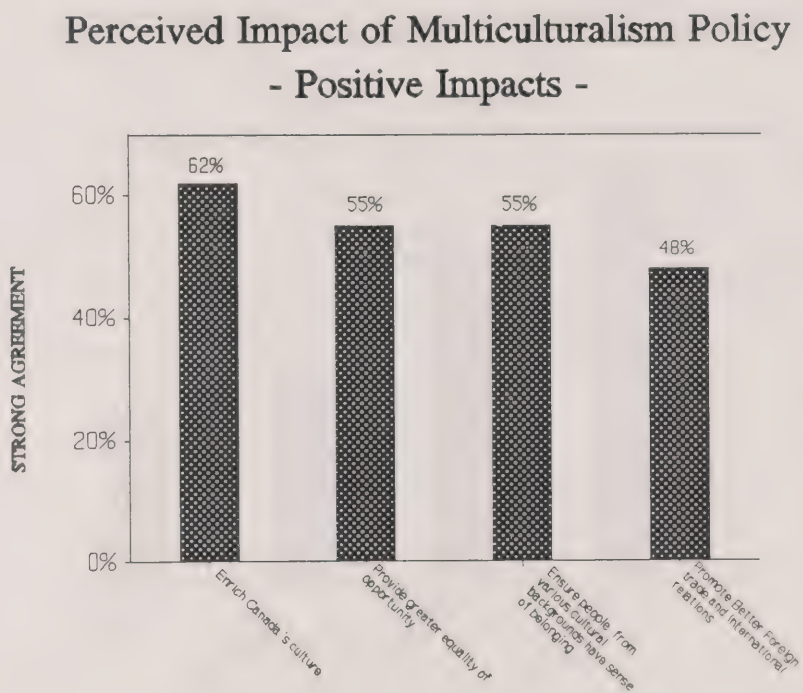
- *Enrich Canada's Culture.* This impact was the most commonly reported response, with fully three in five total respondents (62%) indicating strong agreement with this statement.
- *Provide greater equality of opportunity for all groups in Canada.* A majority of overall respondents (55%) strongly agreed with this statement, with those earning less than 20 thousand dollars annually (63%), and residents of Atlantic Canada (64%) reporting the highest level of agreement.
- *Ensure that people from various cultural backgrounds will have a sense of belonging to Canada.* A majority (55%) expressed strong agreement with this statement, with Atlantic Canadians (67%) being somewhat more likely than others to predict this outcome.
- *Promote better foreign trade and international relations with other countries.* Nearly one half (48%) expected this benefit from multiculturalism policy. Québécois (56%) were slightly more likely than those from other regions to expect this result.

B) *Negative Impacts*

- *Give some groups more than their fair share.* Less than three in ten (27%) respondents overall strongly agreed that this would be the likely result of a multiculturalism policy. Men (30%) were somewhat more likely than women (24%) to report this outlook.
- *Cause greater conflict among groups of different origins.* One in four (23%) respondents overall strongly believed that intensified inter-group rivalry would ultimately arise from the federal government's multiculturalism policy. Respondents over the age of 65 (28%) were slightly more likely than others to support this prediction.

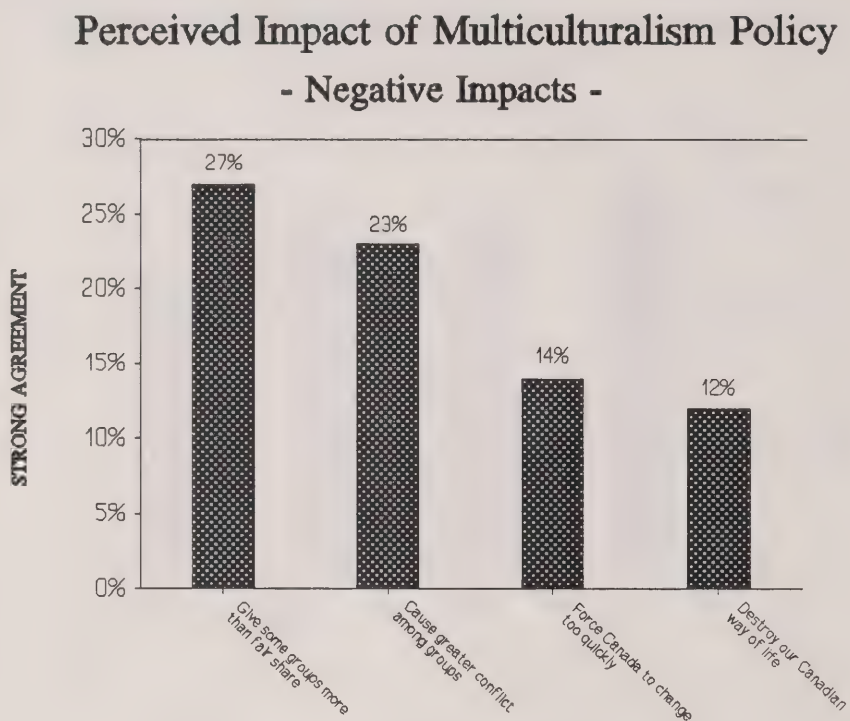
- *Force Canada to change too quickly.* Only 14% of those polled strongly expected that this policy would have this negative impact. Those with the lowest levels of education (20% less than high school) were more likely than their more educated counterparts to expect this result.
- *Destroy our Canadian way of life.* Only one in ten (12%) total respondents strongly agreed that this scenario would be the probable result of a multiculturalism policy. Older respondents (17% over 65 years of age), and those with lesser levels of formal education (17% less than high school), were more likely than younger and more educated Canadians to predict this negative policy impact.

Chart 7:



NOTE: Strong Agreement equals 6 or 7 on a 7 point scale

Chart 8:



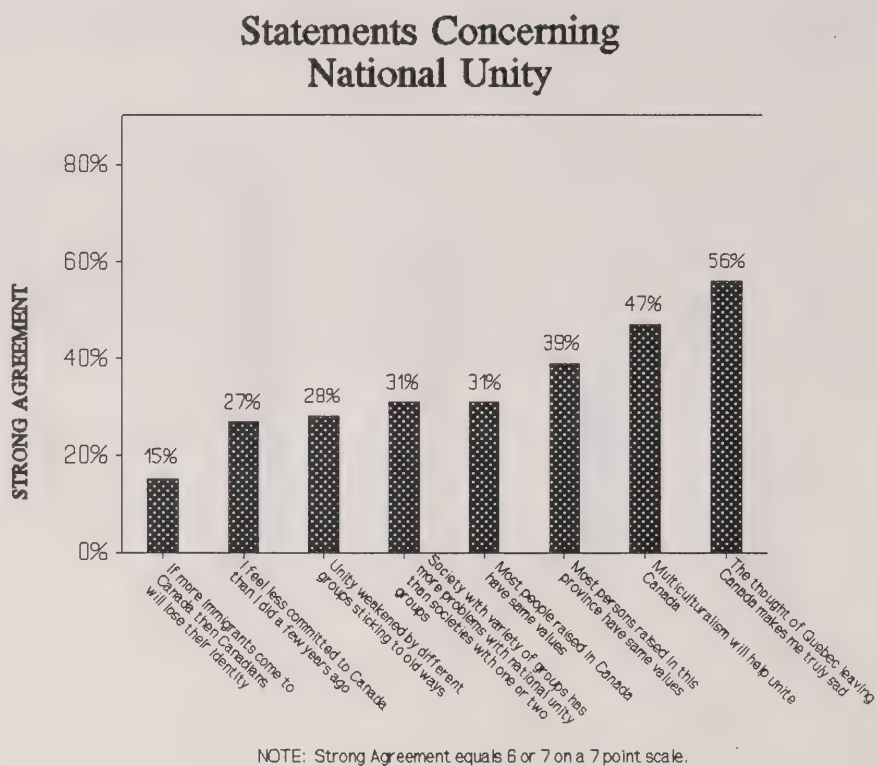
NOTE: Strong Agreement equals 6 or 7 on a 7 point scale.

5.7 Multiculturalism and National Unity

An important aspect of this research was the exploration of the perceptual relationship between multiculturalism and the national unity question. Chart 9 displays the levels of strong agreement with statements related to multiculturalism and national unity. Nearly three in ten respondents (28%) expressed strong agreement with the statement: *The unity of this country is weakened by Canadians of different ethnic and cultural backgrounds sticking to their old ways*. Thirty-three percent of respondents, however, expressed the opposite view, believing that the retention of various cultural heritages within Canada does not negatively impact on national unity. Sixteen percent expressed a neutral response to this statement. Older respondents were more likely to agree with the statement than younger Canadians. Torontonians from our augmented sampling of three large Canadian cities (also including Vancouver and Montreal), were also more likely than others (37%) to agree with the statement.

When asked if they believed the federal multiculturalism policy would foster greater national unity, nearly one half (47%) of those polled expressed strong agreement. These responses should be compared with those discussed above concerning the credibility of the statement: *"Multiculturalism policy is vital to uniting Canada"*. Here it was found that nearly eight in ten (79%) believed this statement to be very or somewhat believable. Atlantic Canadians (89%) and those polled in the Manitoba/Saskatchewan region (87%) were more likely than those in other regions to consider this statement believable. Interestingly, females (84%) were more likely than males (75%) to regard this statement as very or somewhat believable.

Chart 9:



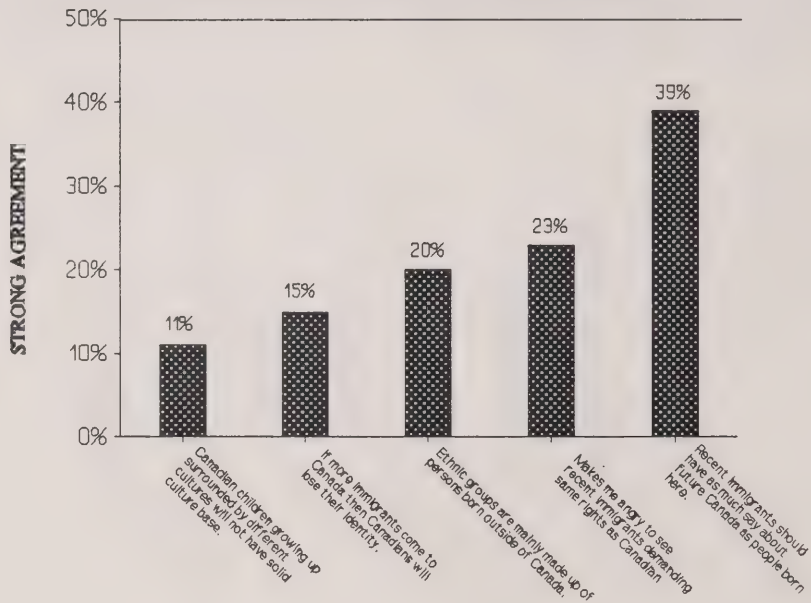
6.0 LIMITS TO TOLERANCE - FINDINGS

Respondents' overall attitudes towards multiculturalism, race relations and ethnocultural diversity were examined using a battery of 38 attitude statements. Each statement was ranked by respondents along a 7 point scale ranging from total disagreement (low score) to total agreement (high score). Overall responses to the attitude statements are summarized below. The detailed tables show the relationship between demographic characteristics for each individual item in the attitude battery. The charts on the following pages displays the "strong agreement" scores for each statement.

For purposes of analysis, the attitude items have been classified under four headings: attitudes towards newcomers, integration, cultural values and practices, and hiring minorities (see Charts 10 through 13). It is recognized that potentially considerable overlap exists between statements and that other classifications can easily be devised. However, the classification scheme serves to organize the extensive item bank.

Chart 10:

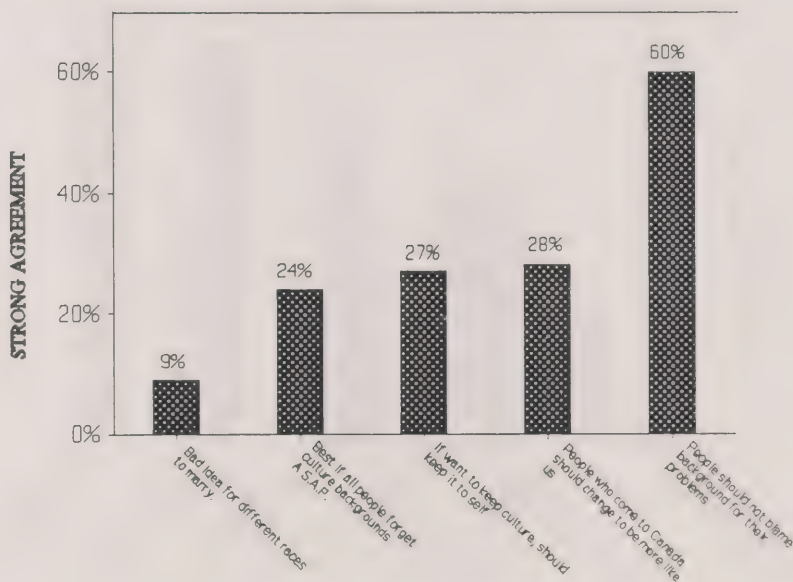
Statements Concerning Limits To Tolerance: Attitudes Towards Newcomers



NOTE: Strong Agreement equals 6 or 7 on a 7 point scale.

Chart 11:

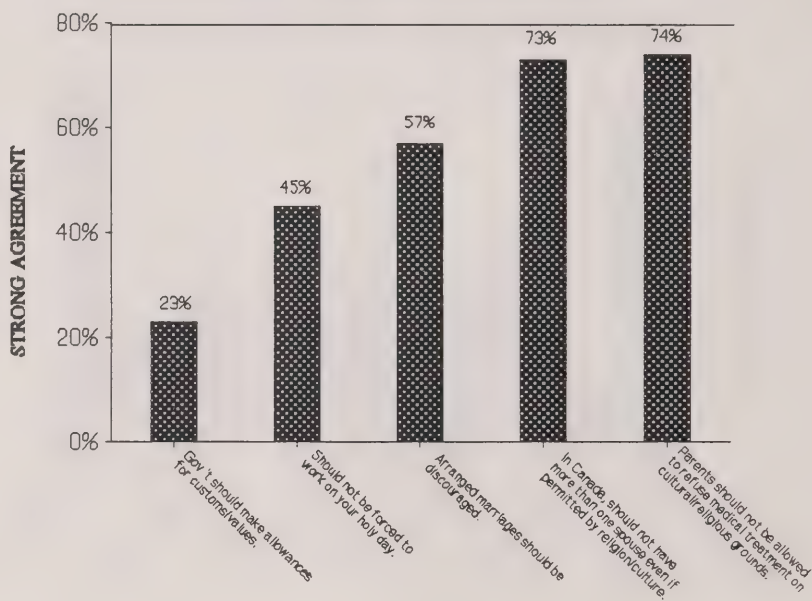
Statements Concerning Limits To Tolerance: Attitudes Towards Integration



NOTE: Strong Agreement equals 6 or 7 on a 7 point scale.

Chart 12:

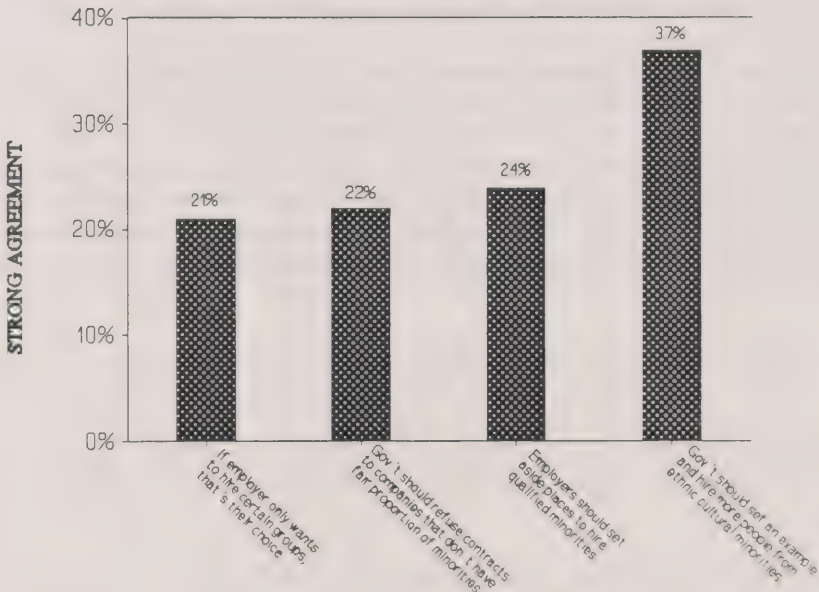
Statements Concerning Limits To Tolerance: Cultural Values and Practices



NOTE: Strong Agreement equals 6 or 7 on a 7 point scale.

Chart 13:

Statements Concerning Limits To Tolerance:
Attitudes Towards Hiring Minorities



NOTE: Strong Agreement equals 6 or 7 on a 7 point scale.

Older respondents and those with lower incomes and lower educational levels are more likely than younger, educated, upper income earners to feel that ethnocultural groups should blend in or change their behaviour to adapt to the larger society. Tolerant attitudes and more support of equal rights are more likely among the younger, educated, upper income respondents. The findings also show that males are often less supportive than females in their attitudes regarding ethnocultural diversity or diverse cultural values and practices. Females were also more likely than males to note problems of racial discrimination in Canada, and were generally more supportive of equal rights initiatives.

Those who reported being born in Canada were more likely than non-Canadian born respondents to suggest that newcomers and existing ethnocultural groups should change their behaviour and adapt to the larger society. The findings also show that Canadians who were born outside of Canada were more likely than Canadian born respondents to support equal rights initiatives, and to state that it is more difficult for non-whites than whites to succeed in Canada.

Regionally, those living in Québec were more likely than other Canadians to express concerns over the loss of cultural identity as a result of ethnocultural diversity and were more likely to state that newcomers and existing ethnocultural groups should blend in with the larger society. On the other hand, Québécois were more likely than those living in other regions to support efforts to institutionalize equality and to protect the rights of ethnic and racial minorities. Those living in western Canada, particularly the prairie provinces, were less supportive of equal rights initiative, but were more likely than other Canadians to state that racial discrimination is a problem in Canada.

7.0 ETHNIC SELF-IDENTITY

7.1 *Ethnic Origin Self-Reporting and Description*

Survey respondents were asked to indicate the ethnic or cultural group(s) to which their ancestors belonged. They were also asked how they personally described themselves, if they had to choose one descriptor, either in terms of their first or second origin, their origin and Canadian (for example, Italian Canadian, Dutch Canadian, etc.), their province of residence, or as a Canadian.

Table 3 indicates the percentage of respondents reporting various ethnocultural origins. The majority of those interviewed (75%) reported either British (42%) or French (23%) as their first mentioned group of origin, followed by German (8%), Italian (3%), Ukrainian (3%), Dutch (2%), Aboriginal (2%) and over 60 other origins listed in the detailed tables. Those with British and French ancestry were more likely to report being born in Canada than born outside of Canada. This was also true of respondents with Italian, German and Ukrainian ancestry, while those reporting the other ancestral groups (with the obvious exception of Canada's Aboriginal people) were more likely to report being born outside of Canada than other groups.

The majority of respondents described themselves as simply *Canadian* than by their ethnic origin or as *hyphenated-Canadians*. Overall, 63% of the survey sample described themselves as *Canadian*. Those who were born in Canada were slightly more likely than those who were not born in Canada, to describe themselves as *Canadian* (64% of Canadian-born respondents compared to 56% of foreign-born respondents).

There was also a greater likelihood of describing oneself only as *Canadian* among those who reported their ancestry as British (79%), British and French (68%), British and Other (79%) and British, French and Other (83%) than among those who reported neither English nor French ancestry (63%), or those who reported French and Other (42%), or French only (25%) ancestry. Those with French ancestry were more likely to identify themselves with their province of residence.

A total of 12% of respondents identified themselves as *hyphenated-Canadian* (ethnic origin plus Canadian). Those born outside of Canada (24%) were much more likely to describe themselves this way (Portuguese-Canadian, Greek-Canadian, etc.) than were respondents born in Canada.

Demographically, the tendency to define oneself as only *Canadian* did not differ by gender, although as discussed in the Section to follow, *Canadian* identification was more fragmented among females than males. The tendency to describe oneself simply as *Canadian* was also found to be positively correlated with age. Younger respondents were less likely to describe themselves as only *Canadian* than were older respondents. Among those aged 18 to 24, 52% described themselves as Canadian, compared to 60% of those aged 25 to 44, 70% of those aged 45 to 64 and 69% of those aged 65 or older. This is consistent with the finding that retired

respondents in the sample were more likely to describe themselves as only *Canadian*, in comparison to 64% of those employed full time, 56% of those employed part time and 57% of unemployed respondents.

While there is no consistent relationship between education and self-description as *Canadian*, a relationship was observed in the case of income and occupational status. Upper household income earners were more likely than lower household income earners to describe themselves as simply *Canadian*. Among those earning yearly incomes in excess of \$80,000, 68% identified themselves as Canadian. This figure drops slightly for those earning between \$50,000 and \$80,000 (65%), and again among those earning between \$20,000 and \$50,000 (61%). Lower income earners (below \$20,000) were least likely to identify themselves as Canadian (57%). This is consistent with the finding that those in managerial (67%) and professional occupations (63%), were more likely than those employed in service occupation (61%) or blue collar occupations (60%) to describe themselves as *Canadian*.

TABLE 4

ETHNIC ORIGIN

ETHNIC GROUP	FIRST MENTION			TOTAL MENTION	
	TOTAL SAMPLE (3327)	Canadian Born (2835)	Foreign Born (492)	Canadian Born (2835)	Foreign Born (492)
British	42	43	37	52	40
French	23	26	3	32	6
German	8	7	11	12	13
Italian	3	3	4	4	4
Ukrainian	3	4	0	4	1
Dutch	2	2	4	3	5
Aboriginal	2	2	1	5	2
Chinese	1	0	5	1	5
Jewish	1	1	2	1	3
Polish	1	1	2	2	3
Portuguese	1	0	3	0	4
Hungarian	1	0	1	1	1
Norwegian	1	1	1	1	1
Other	7	6	22	6	24
Not Stated	4	4	3	4	3

Note: Percentages sum to over 100% due to multiple mentions

7.2 Strength of Ethnic Descriptors

7.2.1 CANADIAN

Respondents were asked to indicate along a 7 point scale, the degree to which they identify with various descriptions of their ethnic identity including *Canadian only*, *hyphenated-Canadian* (Italian-Canadian, German-Canadian, etc.), *ethnic origin only* or the *province of residence*. In almost every case, the strongest identification was as a *Canadian*, rather than as a *hyphenated-Canadian*, *ethnocultural group member* or *resident of a particular province*. Charts 14 to 17 describe the strength of identification with various ethnic designations.

Overall, 82% of those interviewed strongly identified with being a Canadian, scoring either a 6 or a 7 on the 7 point scale (see Chart 14). Those born in Canada were only slightly more likely than foreign-born respondents to strongly identify with being a Canadian (82% of Canadian-born compared to 80% of foreign born). Females (84%) were only slightly more likely than males (80%) to express a strong identification with being Canadian.

Older respondents were much more likely to strongly identify with being a Canadian than were younger respondents. Among those aged 65 or older, 91% strongly identified with being a Canadian. Similarly 87% of those aged 45 to 64 identified strongly with being a Canadian. This percentage was lower for those aged 25 to 44 (78%), and those aged 18 to 24 (76%). This is consistent with the finding that 91% of retired persons compared to 81% of full time employees, 77% of part time employees and 81% of those unemployed strongly identified with being Canadian.

Strength of self-identification as *Canadian* was not strongly related to education, occupational status and income. Strength of identification tended to be highest in both the low and high education and income categories, with lower identification in the middle income categories and among high school and post-secondary college graduates.

7.2.2 PROVINCE OF RESIDENCE

A strong identification with one's province of residence was noted among 58% of those interviewed (see Chart 15). Those born in Canada were much more likely to indicate a strong identification with their province (61%) in comparison to those born outside of Canada (48%). Females were more somewhat likely than males to state that they strongly identify with their province of residence (63% of females compared to 56% of males).

Strength of identification was negatively related to education and income. Fifty-one percent of university graduates indicated a strong identification with their province of residence. This figure increases to 63% among high school and post-secondary college graduates, and 67% among those who did not complete high school. By income, 53% of those earning above \$80,000 as well as those earning between \$50,00 and \$80,000 indicated strong identification with their province of residence. Identification with one's province of residence was substantially higher among those earning between \$20,000 and \$50,000 (61%), and among those earning yearly incomes below \$20,000 (69%). This is consistent with a lower level of personal identification with one's province found among those in managerial (53%) and professional occupations (56%), in comparison to those in service occupations (60%), and in the blue collar work force (64%).

By age, identification with one's province of residence was highest in both the youngest and oldest age categories, with slightly lower levels of provincial identification among those in the middle age categories. Among those aged 18 to 24, 63% identified strongly with their province of residence. A similar finding was noted among those aged 65 or older (62%). Identification was somewhat lower among those aged 25 to 44 (59%) and among those aged 45 to 64 (58%).

7.2.3 HYPHENATED-CANADIANS

The identification of oneself as a *hyphenated-Canadian* (German-Canadian, Dutch-Canadian, etc.) was more likely to be weak (score of 1-2) than strong (score of 6-7). Overall, 35% of those interviewed did not identify themselves as *hyphenated-Canadians*, while 26% strongly identified themselves with such a designation. Among those with neither French nor British ancestry, the division was roughly equal; 32% strongly identified with the "origin plus Canadian" description, while 31% stated that their level of identification with such a title was very weak.

Among those born in Canada, 25% strongly identified with a *hyphenated-Canadian* identity, while 37% of the foreign born expressed a strong identification with such a description (see Chart 16). Females were more likely to strongly identify with the *hyphenated-Canadian* description (29%), than were male respondents (25%). Respondents aged 65 or older were more likely to indicate a strong identification with an *hyphenated-Canadian* label (39%), than were those aged 18 to 24 (30%) or 45 to 64 (27%). Respondents in the 25 to 44 age group were least likely to identify strongly with such a description (22%).

Identification with the *hyphenated-Canadian* label was higher among those who did not complete high school (32%) and among those earning less than \$20,000/year (32%), in comparison to high school graduates (25%), post-secondary graduates (20%), and university graduates (21%). Those earning incomes over \$20,000 per year were also less likely than low income earners to report a strong identification with the *hyphenated-Canadian* designation (20% of those earning between \$20,000 and \$50,000; 23% of those earning between \$50,000 and \$80,000, and 19% of those earning \$80,000 or more).

7.2.4 FIRST ETHNIC ORIGIN

The identification of oneself by their first ethnic origin only was much more likely to be weak (38%) than strong (23%) across the entire sample. Even those who reported an ethnic origin other than British or French (i.e. no British or French ancestry), were more likely to describe their *ethnic origin only* identification as weak (36%) than strong (27%) in terms of identifying with their ethnic origin only.

Chart 17 shows that respondents born outside Canada were more likely to report a stronger identification with their first origin (31%) than those born in Canada (22%). The tendency to strongly identify oneself by an ethnic origin only was negatively related to both income and education. Among those who did not complete high school, 28% stated that they identified strongly with an ethnic designation. Strength of identification diminishes among high school graduates (24%) and again, slightly, to 22% among post-secondary and university graduates. Similarly, identification with one's ethnic group is much higher among low income earners (32% of those earning less than \$20,000/year) in comparison to 18% of those earning between \$20,000 and \$50,000, 19% of those earning between \$50,000 and \$80,000 and only 15% of those earning annual incomes in excess of \$80,000.

Chart 14:

Strength of Identification With Canadian Description

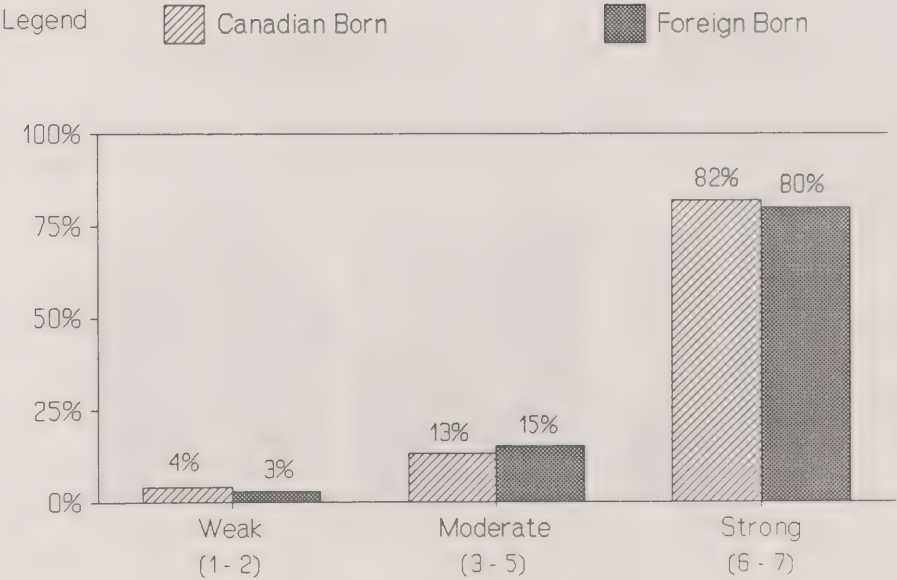


Chart 15:

Strength of Identification With Province of Residence Description

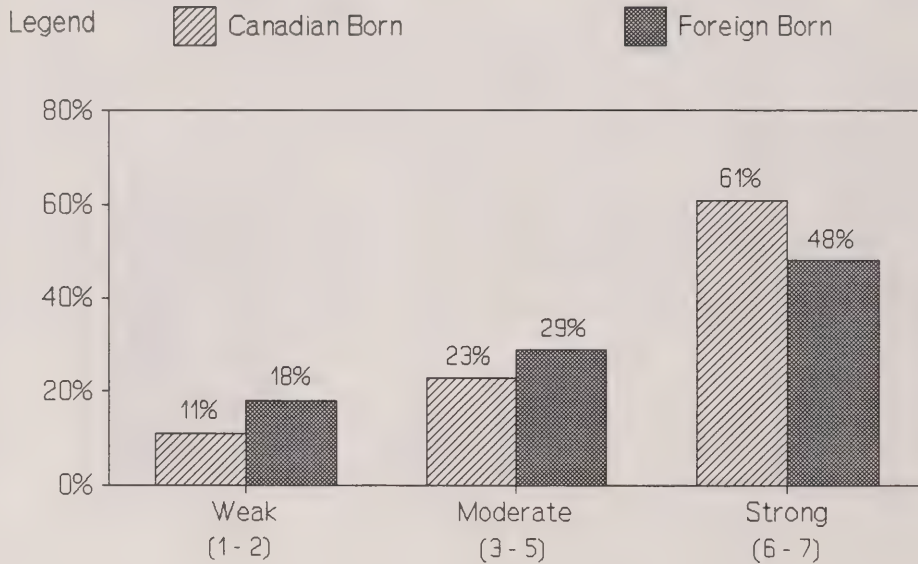


Chart 16:

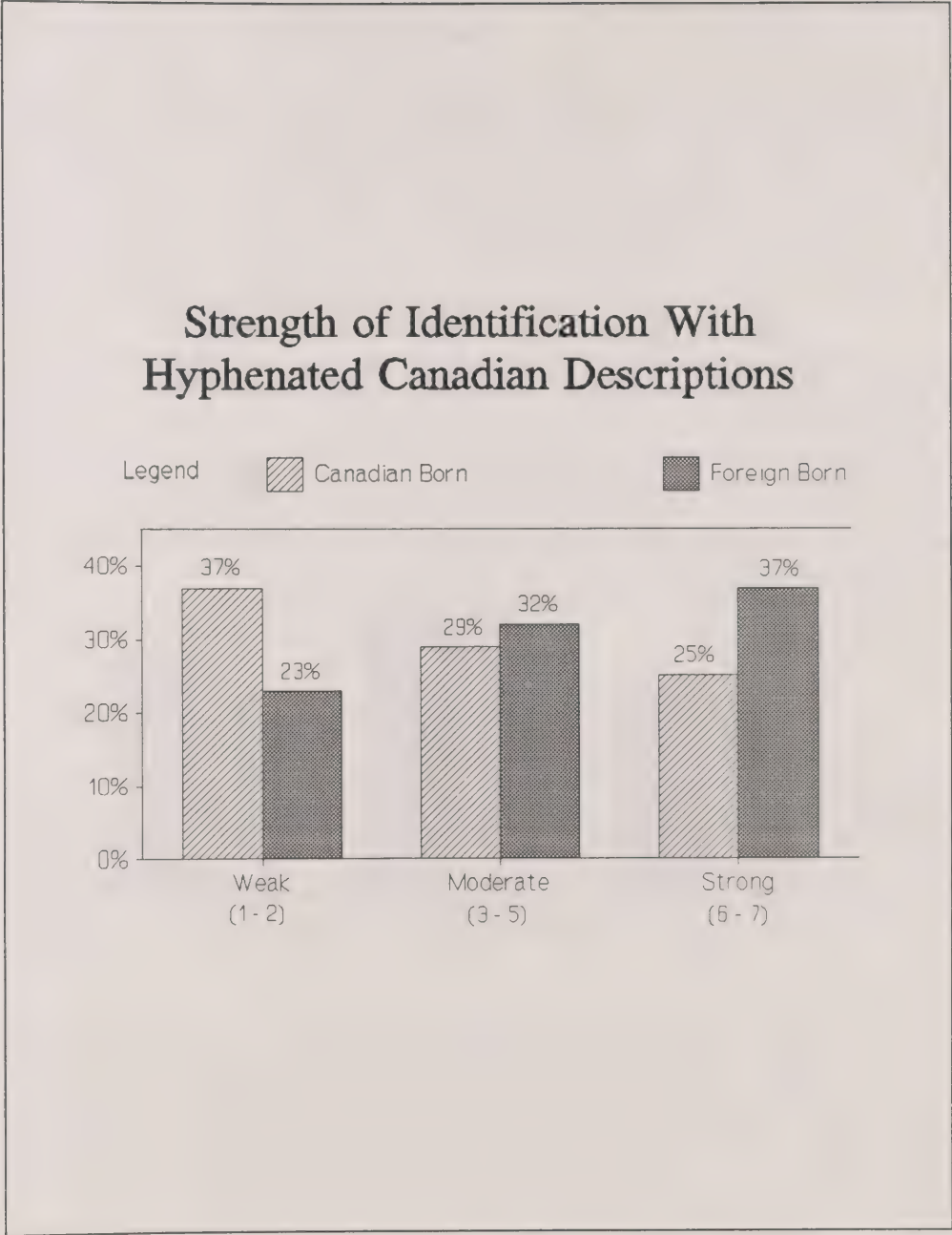
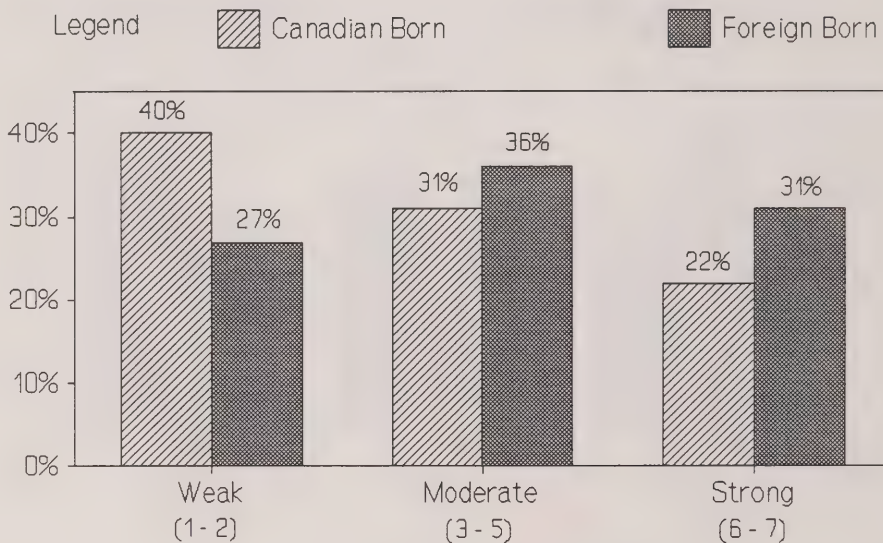


Chart 17:

Strength of Identification With First Ethnic Origin Description



8.0 PREJUDICE AND DISCRIMINATION

8.1 *Prejudice and Discrimination in Canada*

Canadians are aware that there is discrimination in Canada (see Chart 18). Asked to rate their agreement with a statement that *discrimination against non-whites is a problem in Canada*, 45% of Canadians surveyed strongly agreed that this was the case. Agreement was highest in Manitoba and Saskatchewan (58%) followed by Atlantic Canada (49%) and Québec (46%), and lowest in Alberta and British Columbia (40%). Those born in Canada (46%) were more likely than those who had immigrated (42%) to agree that discrimination is a problem. Younger Canadians, particularly those in the under twenty-four year-old category were more likely to agree that discrimination is a problem in Canada.

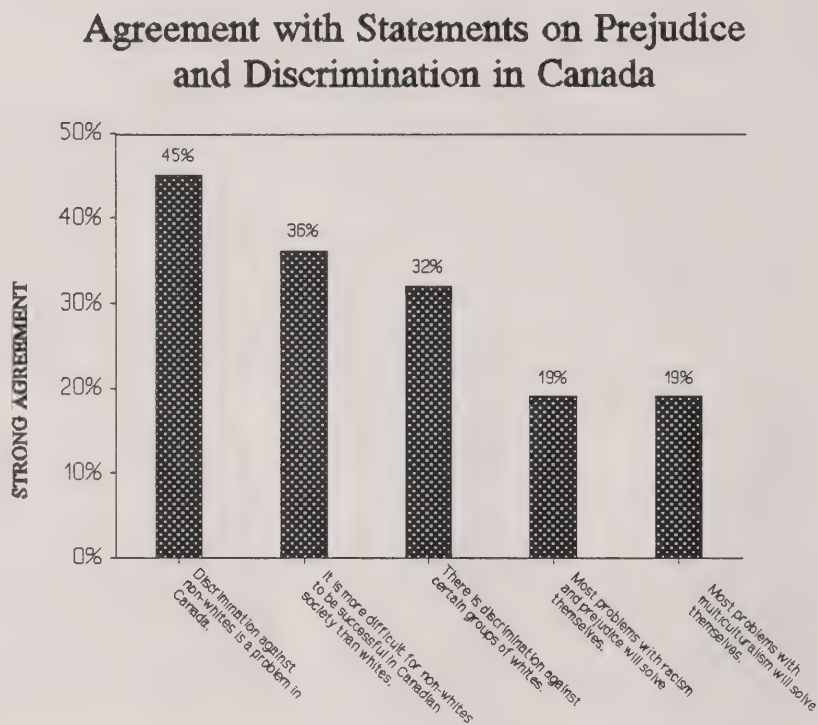
A related statement that *it is more difficult for non-whites to be successful in Canadian society than whites* met with strong agreement among 36% of those surveyed. Agreement with this statement was highest in Québec (43%) and lowest in Ontario and British Columbia (32%). Respondents were also asked whether they agree that *most problems with racism and prejudice will solve themselves over time without any intervention by the government*. Only 19% agreed with this statement, suggesting that the government is viewed as playing an important role in the solution of problems related to racism and prejudice. Only 19% agreed with a similar statement stating that *most problems with multiculturalism will solve themselves over time without any intervention by the government*. In both cases younger respondents and those with higher education levels tended not to believe either statement.

8.2 *Levels of Inter-Ethnic Comfort*

To further measure levels of prejudice and discrimination, those interviewed were asked to indicate how "comfortable" they feel in interaction with individuals from various ethnic groups. A selected list of ethnocultural groups was presented to respondents who were then asked to indicate along a 7 point scale (where a score of 1 indicates "not at all comfortable with," and a score of 7 indicates "very comfortable") their level of comfort both with recent immigrants and with individuals born and raised in Canada whose ethnocultural ancestry represents one of the groups listed.

In general, respondents tended to show a slightly higher level of comfort with individuals born and raised in Canada than with recent immigrants. Interestingly, this was true of respondents who were not born in Canada as well as with Canadian-born respondents. Those who reported ethnocultural origins other than British or French were also more comfortable with ethnic group members born in Canada than among those who have immigrated to Canada. Table 4 indicates the level of comfort and discomfort with members of various ethnic groups both immigrant and native-born.

Chart 18:



NOTE: Strong Agreement equals 6 or 7 on a 7 point scale.

TABLE 5: Comfort With Selected Ethno-Cultural Groups

Ethno-Cultural Group	IMMIGRANT		CANADIAN BORN	
	Bottom Box (1,2) %	Top Box (6,7) %	Bottom Box (1,2) %	Top Box (6,7) %
British	2	83	2	86
Italian	2	77	2	83
French	4	74	3	82
Ukrainian	3	73	2	79
German	4	72	3	79
Jewish	4	74	3	78
Portugese	3	70	2	76
Chinese	4	69	3	77
Native Canadian	-	-	3	77
West Indian Black	7	61	6	69
Moslem	11	49	9	59
Arab	10	52	7	63
Indo-Pakistani	13	48	9	59
Sikh	16	43	11	55

The findings also show that levels of comfort were highest in reference to contact with British or French, as well as among European groups. Levels of inter-ethnic comfort were lowest towards visible minorities and those coming from the middle east and from the Indian sub-continent and selected non-Christian religious groups.

Females are marginally but consistently more comfortable than males in situations of inter-ethnic contact, regardless of the ethnocultural group and regardless of whether the contact is with recent immigrants or Canadian-born individuals. The findings also reveal that inter-ethnic comfort levels are directly related to age. Younger respondents are consistently and significantly more likely to report high levels of inter-ethnic comfort, while those over 65 years of age report the lowest comfort levels. It is also noteworthy that the variation in comfort levels between older and younger respondents increases substantially in the case of contact with visible minorities and recent immigrants. That is, older respondents are much less likely to feel comfortable interacting with members of visible minorities than they are interacting with European ethnic group members.

Inter-ethnic comfort is consistently (in all cases) and significantly associated with income and education. Those who report higher education levels and higher incomes show significantly greater comfort interacting with both recent immigrants and Canadian-born individuals representing various ethnocultural groups. Despite the impact of education and income on education levels, lower diminishing levels of inter-ethnic comfort in the case of visible minorities, particularly those of middle eastern and Indo-Pakistani origin, across all education and income categories.

9.0 PSYCHOGRAPHIC SEGMENTATION BASED ON ATTITUDES TOWARDS MULTICULTURALISM

9.1 *An Explanation of the Psychographic Segmentation Process*

While an examination of regional and demographic differences in Canadian public opinion on multiculturalism has considerable merit, it does not identify the primary attitudinal segments which make up the Canadian population. Essentially, attitudinal segmentation allows the researcher to identify clusters or groups of respondents which share the same profile with respect to their views on many different facets of a single issue. Attitudinal segmentation identifies the size and demographic composition of groups as defined by the nature of their attitudes and perceptions. In segmentation analysis, the entire profile of attitudes indicated in all of the questionnaire items is assessed and a number of distinct and identifiable profiles or segments are identified. The segments are then saved in the data set and used as an additional explanatory variable in subsequent analysis of the survey results.

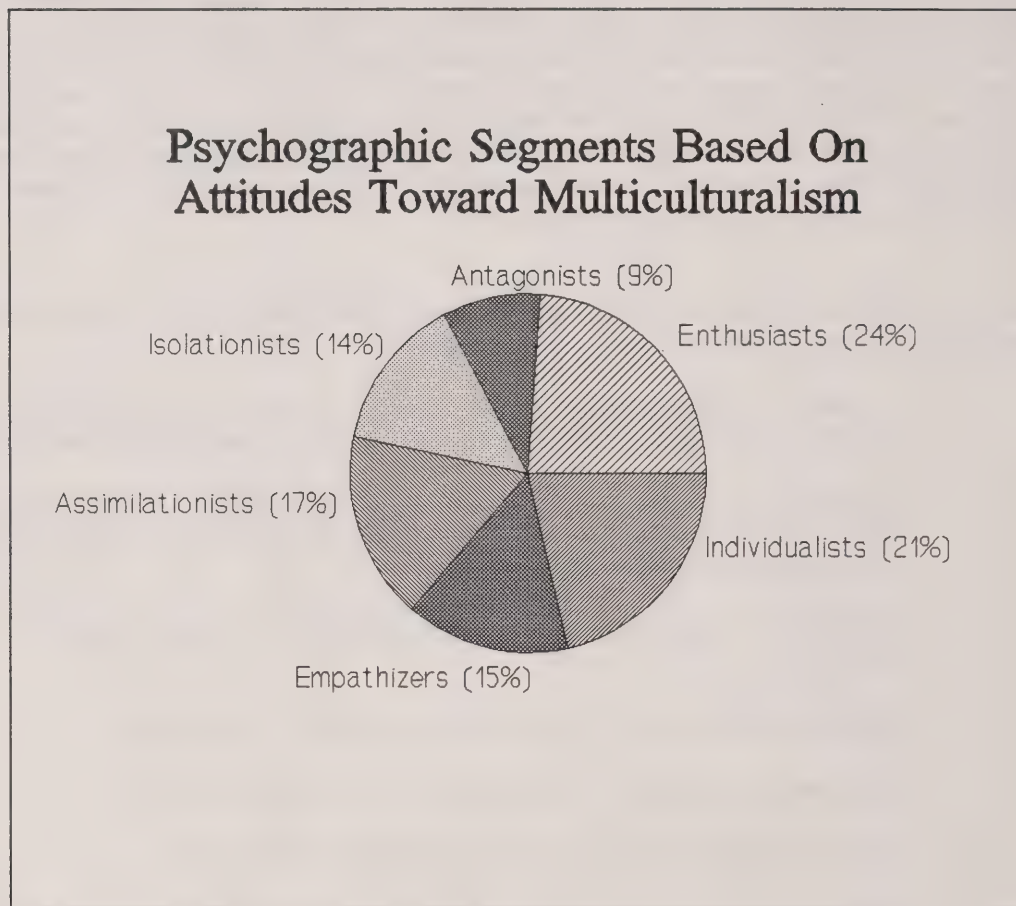
A number of different inputs were used in constructing the segmentation analysis on Canadians' attitudes towards multiculturalism issues. These included:

- A battery of 16 psychographic items designed to identify psychological and life-style characteristics of the sample (question 1 A-P in the appended questionnaire).
- Attitudinal statements concerning general support/opposition to various aspects of multiculturalism policy as well as an opinion item indicating overall support/opposition (Questions 6 and 7).
- Perceptions of shared values and emotional attachment to Canada (Questions 2 and 3)
- Believability of statements concerning multiculturalism (Question 8).
- Opinions on the impact of multiculturalism policy (Question 9 A-I).
- Attitude statements relating to "limits to tolerance" (Question 12).
- Frequency of inter-ethnic contact (Questions 13 and 14) and degree of "comfort" in situations of inter-ethnic contact (Questions 10 and 11);

9.2 Six Distinct Mindsets

Six distinct clusters emerged from the segmentation analysis, each of which was given a descriptive label designed to reflect that segment's attitudinal disposition. The distribution of the segments is represented in Chart 19:

Chart 19:



The table on the following pages provides an overview of the attitudinal, psychographic, demographic and regional correlates of each of the six segments.

TABLE 6: MULTICULTURALISM CLUSTER SUMMARY

SEGMENT	ATTITUDINAL	CHARACTERISTICS PSYCHOGRAPHIC	DEMOGRAPHIC/REGIONAL
ENTHUSIASTS			
24%	Positive attitudes towards multiculturalism and multicultural policy	Show a combined sense of empowerment and social responsibility	More likely to be female than male
	Tend to believe that Canadians share basically the same values	Believe we can and should work to make the world a better place	Slightly less education than average
	More than any other group, they show a deep emotional attachment to Canada; proud to be Canadian	Geared more to personal happiness than financial success	Slightly lower income than average
	Feel that multiculturalism is vital to uniting Canada	More collectivist than individualist	Higher concentration in smaller communities and rural areas
			More prevalent in Atlantic Canada and Prairie Provinces
INDIVIDUALISTS			
21%	Positive attitudes towards multiculturalism and multicultural policy	More experimental than traditional	Upper income, professional university education
	Do not believe that Canadians do or should share same values.	Success-oriented, with a focus on financial success	Urban
	View it as important to learn about and preserve other cultures, yet do not view multiculturalism as key to uniting Canada.	They do not feel responsible for changing world or for affecting the future of Canada.	Higher concentration in Ontario and British Columbia
	More than any other group, they are strongly anti-assimilationist, opposed to ethnic groups "blending in"	Don't feel particularly emotionally attached to Canada	

TABLE 6 (continued):

SEGMENT	ATTITUDINAL	CHARACTERISTICS PSYCHOGRAPHIC	DEMOGRAPHIC/REGIONAL
EMPATHIZERS			
15% of total	Show moderate support for multicultural policy, but also tend to feel that people from different ethnic groups should try to blend in with the larger society	Not particularly comfortable with people from other cultures	Strong rural component
	Support efforts to eliminate racism and help Canadians deal with diversity	More than any other group, feel confused about what is happening in politics and government	More likely female than male
		Emphasis on work ethic i.e. success comes from hard work	Lowest income, lowest education levels of all groups
			More likely to be older
			Disproportionately higher in Québec, lower in Ontario and Western Canada
ASSIMILATIONISTS			
17% of total	Moderate opposition to multiculturalism and multicultural policy	Tend to see politics as confusing and politicians as uncaring	Middle aged, middle income group
	People from other ethnic groups should blend in and become like other Canadians	Tend to be less than satisfied with life in Canada	Equal male/female representation
	They tend to describe themselves as <i>Canadian</i>	Not interested in effecting social change, nor feel personally empowered to bring about change	Tend to be employed in sales/service occupations and have high school or some post-secondary education rather than university
	They oppose federal funding for festivals or efforts to preserve different cultural heritages; prefer to see money spent on promoting equality and on helping new immigrants integrate		Regionally, they are equally distributed across the country with a slight under-representation in Québec

TABLE 6 (continued):

SEGMENT	ATTITUDINAL	CHARACTERISTICS PSYCHOGRAPHIC	DEMOGRAPHIC/REGIONAL
ISOLATIONISTS			
14% of total	Moderately opposed to multiculturalism	More traditional than experimental in their thinking	More likely to be younger lower education levels than average
	Distinguishing feature is their low attachment to Canada. In the unity debate, they would prefer to see Canada split up	They show little willingness to listen to opinions on the future of Canada, and do not feel that they can personally affect Canada's future.	More likely male than female higher concentration in smaller communities and rural areas
	Least likely to be proud to be Canadian or to describe themselves as Canadian	Much less likely than other groups to feel a personal responsibility to change things	Very high disproportionate representation in Québec, highly under-represented in Ontario
	Do not believe that Canadians values or that any effort should be made to encourage value consensus		
ANTAGONISTS			
9% of total	Key characteristic is strong attitudinal opposition to multiculturalism as a policy and as a social reality	Show highest level of dissatisfaction with life in Canada and do not show a deep attachment or commitment to Canada	Much more likely to be male, slightly more likely to be older. Representative distribution by education, slightly higher income
	Much more than other segments to view multiculturalism as threatening to Canada	More traditional than experimental and tend to be uncomfortable with people of different cultural groups	Higher urban concentration than other segments
	Show strong opposition to efforts to promote or recognize cultural diversity	Do not feel empowered or responsible to affect social change	Disproportionately high representation in Ontario, low in Québec

9.3 Attitudes Towards Canadian Values

True to their profile, Enthusiasts (77%) were clearly the most convinced of the existence and importance of shared Canadian values, while Isolationists justify their collective designation with their consistent "undervaluing" of these common values.

Enthusiasts were more likely than others to believe in the *Canadian Charter of Rights and Freedoms* as a declaration of shared values.

Enthusiasts (74%) were the most likely attitudinal group to express a strong attachment to Canada while Isolationists were the least likely to report a deep emotional attachment to their country (33%) (see Chart 20).

Enthusiasts were more likely than other groups to affirm their own pride while at the same time recognizing that more should be done to improve the national self-image. Isolationists were the least likely mindset to either describe themselves as proud or to feel that more should be done to bolster a positive national consciousness.

Individualists (70%) are most likely to report strong or moderate satisfaction with life in Canada while Antagonists (42%) and Assimilationists (55%) were clearly more negatively oriented on this question.

9.4 Notions of Multiculturalism and Ethnic Diversity

Antagonists (55%) were less likely than those from other psychographic groups to agree that multiculturalism refers to Canadians of any ancestry although, even in these cases, a majority were willing to offer this response. Antagonists (37%) were also less likely to state that multiculturalism refers to Canada's aboriginal people including the Inuit and Metis. Antagonists (25%) were far less likely than those from other attitudinal groups to suggest that multiculturalism is designed to meet the demands of Canada's two main linguistic groups. Only 29% of Antagonists believed that multiculturalism was concerned with the differences between Québec and the rest of Canada.

On the statements relating to institutional equality, the segmentation analysis shows a consistent relationship between attitudinal support for multiculturalism and the commitment to institutional equality and affirmative action. Enthusiasts and Individualists demonstrate a consistently high commitment to institutional equality while Assimilationists, Isolationists and especially Antagonists are much less likely to support such initiatives. Empathizers tended to switch back and forth, supporting the rights of ethnocultural groups, but not those of recent immigrants.

Enthusiasts and Individualists both show consistently high levels of inter-ethnic comfort, notably among visible minorities and recent immigrants. Assimilationists show a consistently high comfort level with ethnocultural group members born and raised in Canada, but are much less comfortable with recent immigrants, especially those of middle eastern or Indo-Pakistani origin. The Antagonists, who consistently display negative attitudes towards expressions of ethnocultural diversity are, in fact, about average in terms of inter-ethnic comfort - despite the fact that they describe themselves in the psychographic battery as uncomfortable with people of different backgrounds. The lowest levels of inter-ethnic comfort were found among Isolationists, followed by Empathizers, both of which are over-represented in Québec.

In general, there was not strong variation across segments over whether racial discrimination represents a problem in Canadian society, although the tendency to state that discrimination exists, especially against non-whites, was related to overall attitudinal support for multiculturalism as indicated by the segments. Antagonists stood out from the other segments in their strong support of non-intervention by government to act to resolve problems associated with racism or multiculturalism (see Chart 21).

9.5 Attitudes Towards Multiculturalism Policy

Psychographically, those identified as Individualists (74%) report the highest awareness of Multiculturalism policy while Empathizers (53%) were the least aware (see Chart 22). As expected, Enthusiasts and Individualists offer the greatest support for a federal multiculturalism policy (76% each) while Antagonists remain firmly opposed at only 7% (see Chart 23).

Enthusiasts were, as implied by their designation, more supportive of all possible policy elements while Antagonists were predictably and invariably negative on all of these items. Isolationists also tended to register among the lowest support scores on a number of potential policy fronts. Finally, solid psychographic patterns are present with Enthusiasts and Individualists consistently offering the most optimistic expectations while Antagonists are characterized for their pronounced pessimism surrounding the anticipated impact of multiculturalism policy.

9.6 Attitudes Towards Cultural Integration

Antagonists and Empathizers feel strongly that ethnic groups should try to blend into society as much as possible (see Chart 24). Individualists on the other hand, show strong support for cultural retention and expression without expecting ethnocultural groups to blend in with the larger society. Individualists are much less likely than Enthusiasts to believe that Canadians or residents of their same province share the same values.

Empathizers reveal a consistent tendency to believe that ethnocultural groups should blend in with the larger society and that newcomers should change their behaviour to become more like other Canadians. This tendency is also prevalent among Assimilationists, but they are less likely than Empathizers to view immigration as a cultural threat. Isolationists tend to disagree with the notion that newcomers and members of ethnocultural groups should try to blend in with the larger society, but they are also unlikely to state that Canadians should do more to expose themselves to the customs and heritages of different ethnocultural groups that make up Canadian society. Antagonists were consistently less likely than those in other segments to agree with statements extolling the benefits of multiculturalism. They were also more likely to view ethnocultural diversity as a cultural threat and support the notion that newcomers should change their behaviour to become more like the larger society.

Chart 20:

Psychographic Attitudes Towards Canadian Values: "I Have A Deep Emotional Attachment To Canada"

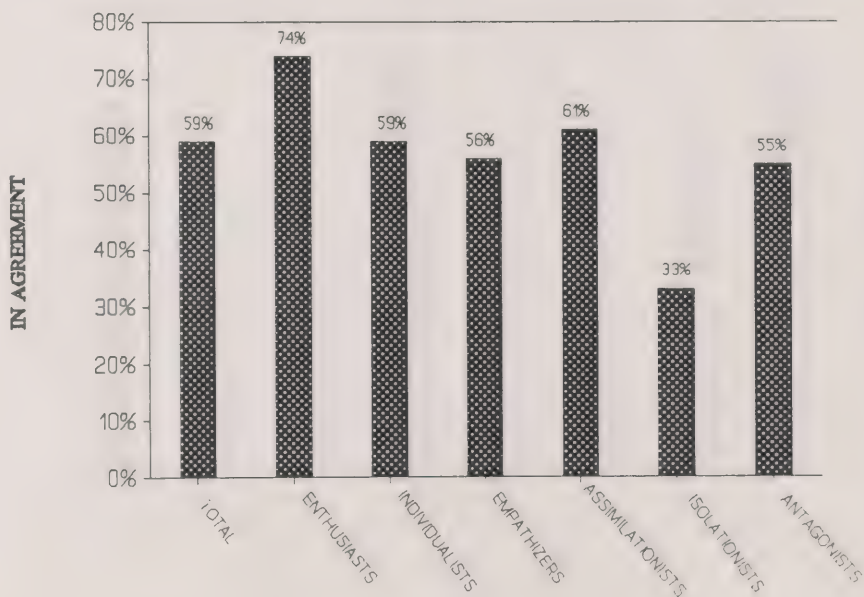
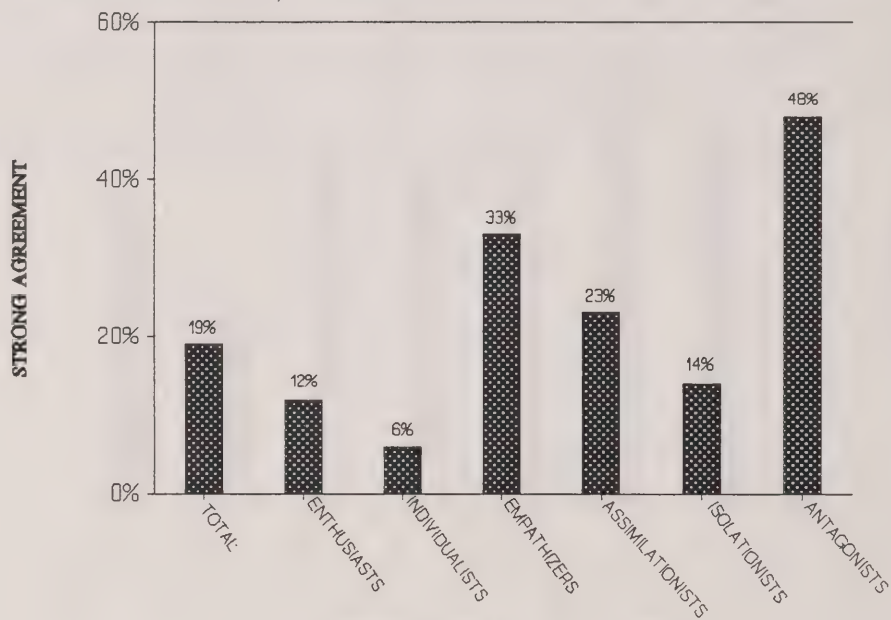


Chart 21:

**Psychographic Attitudes Towards Multiculturalism:
"Most Problems of Multiculturalism Will Solve Themselves Over Time"**



NOTE: Strong Agreement equals 6 or 7 on a 7 point scale.

Chart 22:

Awareness of Psychographic Segments About
The Federal Government's Multiculturalism Policy

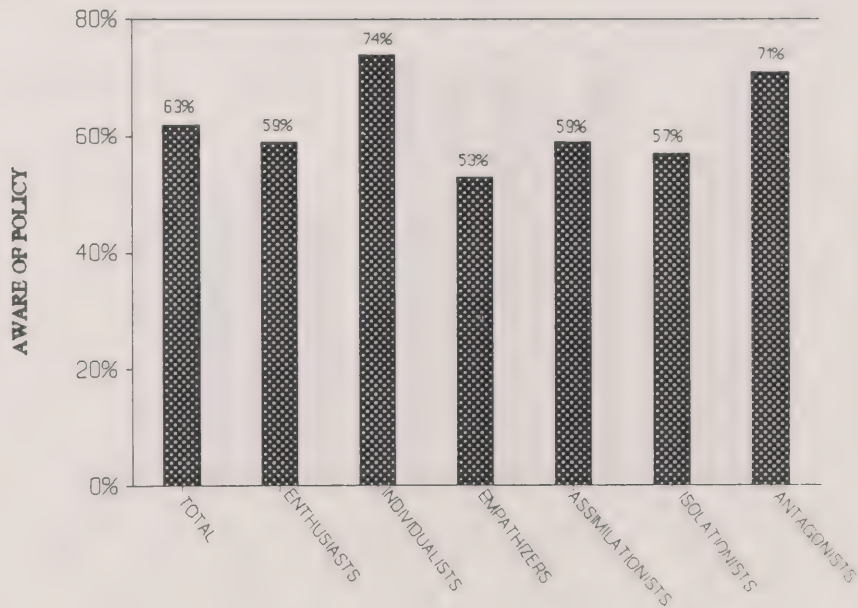


Chart 23:

Support Of Psychographic Segments For The Federal Government's Multiculturalism Policy

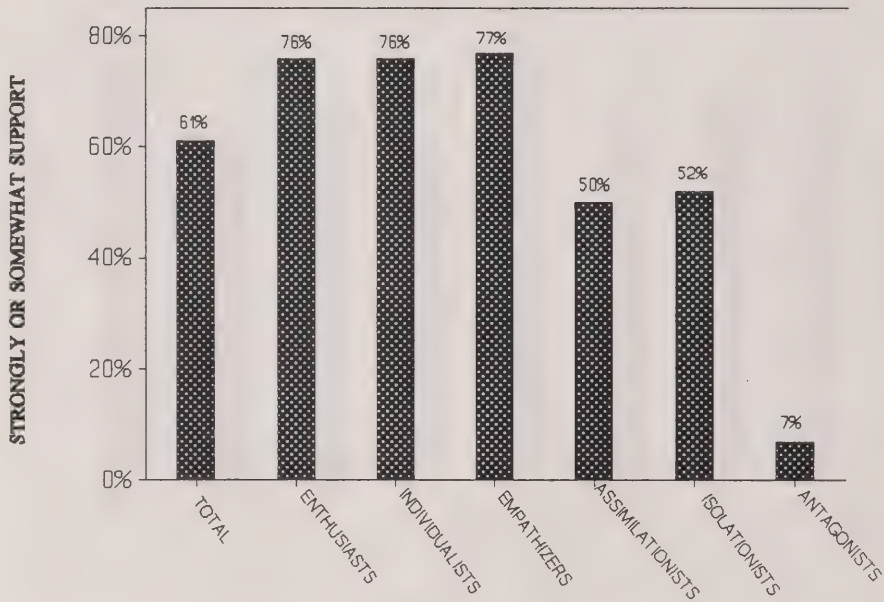
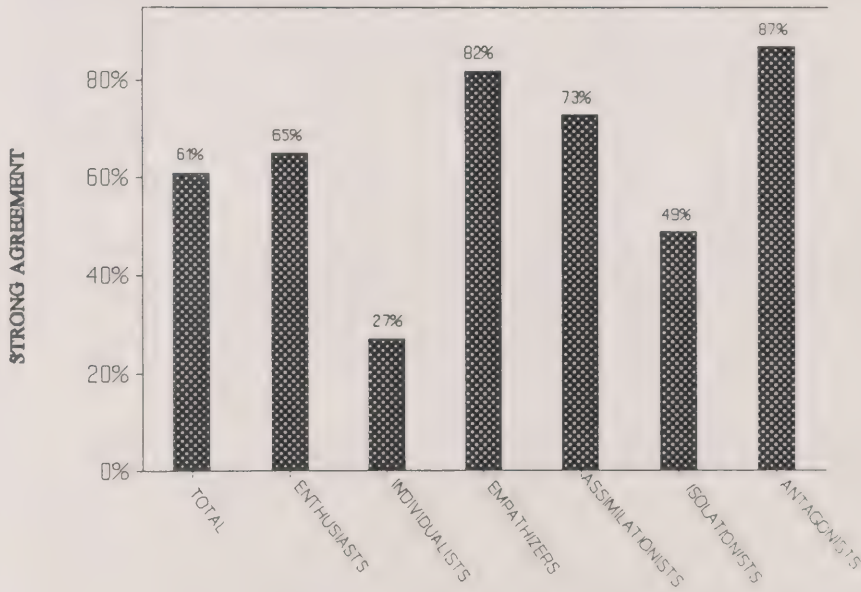


Chart 24:

**Psychographic Attitudes Toward Cultural Integration:
"Ethnic Groups Should Try To Blend Into Canadian Society"**



NOTE: Strong Agreement equals 6 or 7 on a 7 point scale.

APPENDIX A:
Questionnaire and Frequency Distributions (Percentages)

MULTICULTURALISM ATTITUDE SURVEY: FREQUENCY DISTRIBUTIONS

Page 1

Unless other wise indicated, all scales use the 7 point scale with 9 as don't know/not applicable. For example:

Scale Used	1	2	3	4	5	6	7	DK/NA
% of Sample Responding:	40	14	8	13	7	6	11	1

Screening Questions

A. Are you 18 years of age or older?

Yes.....1 – CONTINUE

No.....2 –

B. DO NOT ASK:

Male.....1 49%

Female.....2 51%

C. Province of Residence

Newfoundland	2%
Prince Edward Island	1%
Nova Scotia	4%
New Brunswick	3%
Quebec	26%
Ontario	36%
Manitoba	4%
Saskatchewan	4%
Alberta	9%
British Columbia	12%

1. I'd like to start by reading you some general descriptions of how different people approach life. Please tell me how they apply to you on a scale of 1 to 7, where "1" means you totally disagree, and "7" means you totally agree. A neutral answer would be "4". (ROTATE FROM X)

- a) I consider myself more experimental than traditional

1	2	3	4	5	6	7	DK/NA
11	7	11	27	17	13	15	1

- b) I am uncomfortable in a room full of people from different cultures acting in a different way, speaking with strong accents

1	2	3	4	5	6	7	DK/NA
40	14	8	13	7	6	11	1

- c) Watching what successful people are doing is important to get ahead in life

1	2	3	4	5	6	7	DK/NA
9	6	8	19	16	15	27	1

- d) Sometimes politics and government seems so complicated that a person like me really can't understand what is going on

1	2	3	4	5	6	7	DK/NA
20	12	9	15	12	11	22	1

- e) I don't think that public officials care what people like me think

1	2	3	4	5	6	7	DK/NA
9	8	9	16	13	14	32	0

- f) I'd rather live for today, than worry about the future

1	2	3	4	5	6	7	DK/NA
30	14	11	15	8	6	15	0

MULTICULTURALISM ATTITUDE SURVEY: FREQUENCY DISTRIBUTIONS

Page 2

- g) It's more important to understand my inner self than it is to be rich and successful
- | | | | | | | | |
|---|---|---|----|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 5 | 4 | 6 | 18 | 11 | 18 | 38 | 0 |
- h) Anyone who is willing and able to work hard has a good chance of succeeding
- | | | | | | | | |
|---|---|---|---|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 3 | 2 | 4 | 7 | 11 | 20 | 53 | 0 |
- i) I get involved in a lot of community activities
- | | | | | | | | |
|----|----|----|----|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 17 | 11 | 11 | 20 | 13 | 11 | 17 | 0 |
- j) The more money that is spent helping out poorer people, the less they will want to help themselves
- | | | | | | | | |
|----|----|----|----|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 14 | 10 | 12 | 25 | 14 | 10 | 15 | 1 |
- k) I tend to voice my opinion even when it might make other people angry
- | | | | | | | | |
|---|---|---|----|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 7 | 5 | 6 | 13 | 15 | 18 | 36 | 0 |
- l) I keep trying to change things, because I feel a personal responsibility to make the world a better place
- | | | | | | | | |
|---|---|---|----|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 5 | 5 | 8 | 22 | 22 | 17 | 21 | 0 |
- m) I rarely think about spiritual or religious matters
- | | | | | | | | |
|----|----|---|----|----|---|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 28 | 14 | 9 | 15 | 10 | 8 | 14 | 1 |
- n). It is my responsibility as a Canadian citizen to speak out about things that affect the future of this country
- | | | | | | | | |
|---|---|---|---|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 3 | 1 | 2 | 9 | 13 | 20 | 51 | 0 |
- o) I am quite willing to listen to other's opinions regarding Canada's future.
- | | | | | | | | |
|---|---|---|---|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 3 | 1 | 2 | 5 | 10 | 23 | 55 | 0 |
- q) As a Canadian citizen, I know I have the power to have an effect on Canada's future.
- | | | | | | | | |
|---|---|---|----|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 9 | 9 | 9 | 19 | 18 | 12 | 25 | 1 |
2. a) I'd like you to tell me how satisfied you are with life in Canada today. Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?
- | | | | | |
|----|----|----|----|-------|
| 1 | 2 | 3 | 4 | DK/NA |
| 18 | 44 | 27 | 11 | 0 |

MULTICULTURALISM ATTITUDE SURVEY: FREQUENCY DISTRIBUTIONS

Page 3

- b) Which of the following statements best describes how you feel about Canada (READ AND ROTATE ITEMS IN ORDER. ACCEPT ONLY ONE RESPONSE)
- a. I have a deep emotional attachment to Canada - I love the country and what it stands for. 59%
 - b. I am attached to Canada, but only as long as it provides a good standard of living. 26%
 - c. I am not attached to Canada and would prefer to see the country split up into two or more smaller countries. 8%
 - d. I think that Canada should join the United States of America. 5%
 - e. Don't know. 2%
3. Other than not being Americans, many persons say that Canadians have few things in common. Using the 7 point scale where 1 is "Do Not Agree At All" and 7 is "Agree Completely", to what extent do you agree with the following statements:
- a. I am proud to be a Canadian citizen.

1	2	3	4	5	6	7	DK/NA
3	2	2	6	7	11	70	1
 - b. There are many values which are shared by most Canadians.

1	2	3	4	5	6	7	DK/NA
2	2	4	13	21	22	36	1
 - c. Shared values are important in binding people together in a nation.

1	2	3	4	5	6	7	DK/NA
2	1	2	5	12	22	57	0
 - d. Shared values are more important than differences in skin colour in binding people together as a nation.

1	2	3	4	5	6	7	DK/NA
3	1	2	5	8	20	61	1
 - e. Shared values are more important than differences in language in binding people together as a nation.

1	2	3	4	5	6	7	DK/NA
4	2	3	9	13	20	50	1
 - f. More should be done to emphasize the values that Canadians do share.

1	2	3	4	5	6	7	DK/NA
2	1	2	7	11	21	57	1
 - g. The Charter of Rights and Freedoms sets out many values which are shared by Canadians.

1	2	3	4	5	6	7	DK/NA
4	2	4	18	20	19	27	7
 - h. More should be done to make Canadians feel proud to be Canadian citizens.

1	2	3	4	5	6	7	DK/NA
3	2	3	8	10	15	59	1

MULTICULTURALISM ATTITUDE SURVEY: FREQUENCY DISTRIBUTIONS

Page 4

4. When I hear people talking about multiculturalism, I think they are referring to ...
(READ AND ROTATE LIST) (Yes/No)

a)	non-white immigrants	1	2	DK/NA
		49	49	2
b)	immigrants, regardless of colour	1	2	DK/NA
		73	25	2
c)	Canadians who are of neither British nor French ancestry	1	2	DK/NA
		54	43	3
d)	Canadians of every ancestry	1	2	DK/NA
		76	22	2
e)	cultural or racial minority groups	1	2	DK/NA
		67	30	3
f)	North American Indians, Inuit and Métis	1	2	DK/NA
		52	46	3
g)	the relationship between Quebec and the rest of Canada	1	2	DK/NA
		44	52	4
h)	Promoting the French and English languages in Canada.	1	2	DK/NA
		47	49	4

5. To the best of your knowledge, does the federal government have a policy of multiculturalism

Yes.....1	62%
No.....2	25%
(Don't Know/Not Stated)....9	13%

6. Now, I'd like to read you some possible elements of federal multiculturalism policy. For each element, I'd like you to tell me if you support or oppose. Please indicate your opinion on a scale of 1 to 7, where "1" means you totally oppose the policy, and "7" means you totally support this part of the policy. A neutral answer would be "4". (ROTATE FROM X)

a)	Recognizing that cultural and racial diversity is a fundamental characteristic of Canadian society	1	2	3	4	5	6	7	DK/NA
		5	2	3	12	11	16	49	1
b)	Eliminating racism in areas such as health care, the justice system and education.	1	2	3	4	5	6	7	DK/NA
		4	1	1	5	5	11	71	1
c)	Ensuring equal access to jobs regardless of ethnic or racial background.	1	2	3	4	5	6	7	DK/NA
		2	1	1	5	5	12	73	0
d)	Help Canadian citizens who are immigrants to acquire the knowledge and skills they need to integrate into Canadian society	1	2	3	4	5	6	7	DK/NA
		3	1	2	8	11	15	59	0

MULTICULTURALISM ATTITUDE SURVEY: FREQUENCY DISTRIBUTIONS

Page 5

- e) Ensuring that organizations and institutions reflect and respect the cultural and racial diversity of Canadians.

1	2	3	4	5	6	7	DK/NA
4	2	3	12	12	15	52	1

- f) Eliminating racial discrimination through public education

1	2	3	4	5	6	7	DK/NA
3	1	1	6	6	13	69	1

- g) Helping everyone deal with ethnic, cultural and racial diversity

1	2	3	4	5	6	7	DK/NA
3	1	2	9	9	15	59	1

- h) Developing materials for all school systems in Canada to teach children and teachers about other cultures and ways of life

1	2	3	4	5	6	7	DK/NA
5	3	3	9	10	14	56	0

- i) Helping police to improve their ability to deal with different ethnic and cultural groups

1	2	3	4	5	6	7	DK/NA
3	1	2	6	9	14	64	0

- j) Funding festivals and special events celebrating different cultures

1	2	3	4	5	6	7	DK/NA
15	5	6	16	15	12	31	1

- k) Helping ethnic and racial minorities preserve their cultural heritages in Canada

1	2	3	4	5	6	7	DK/NA
14	5	6	17	15	12	31	0

- l) Having people from different ethnic and racial groups living in the same country

1	2	3	4	5	6	7	DK/NA
2	1	2	10	9	16	59	1

- m) Promoting equality among all Canadians, regardless of racial or ethnic origin

1	2	3	4	5	6	7	DK/NA
2	1	1	5	6	12	73	1

7. And, overall, do you strongly support, somewhat support, somewhat oppose, or strongly oppose the federal government's multiculturalism policy?

(Four point scale to be used here)

Strongly support.....1	19%
Somewhat support.....2	42%
Somewhat oppose.....3	14%
Strongly oppose.....4	10%
(Don't Know/Not Stated)....9	15%

MULTICULTURALISM ATTITUDE SURVEY: FREQUENCY DISTRIBUTIONS

Page 6

8. I'd now like to read you some statements about multiculturalism and citizenship. For each statement, I'd like you to tell me if this statement is very believable, somewhat believable, not very believable, or not believable at all?

- a. Multiculturalism policy is about equality for Canadians of all origins
- | | | | | |
|----|----|----|---|-------|
| 1 | 2 | 3 | 4 | DK/NA |
| 42 | 41 | 10 | 5 | 2 |
- b. Canadian citizenship is a two way street... it means everyone in Canada has both rights and responsibilities.
- | | | | | |
|----|----|---|---|-------|
| 1 | 2 | 3 | 4 | DK/NA |
| 71 | 23 | 3 | 2 | 1 |
- c. Multiculturalism means that working together we are better.
- | | | | | |
|----|----|---|---|-------|
| 1 | 2 | 3 | 4 | DK/NA |
| 54 | 34 | 7 | 4 | 1 |
- d. Working together, we can stop racism.
- | | | | | |
|----|----|---|---|-------|
| 1 | 2 | 3 | 4 | DK/NA |
| 58 | 32 | 7 | 3 | 1 |
- e. Multiculturalism is the way that we can ensure that everyone, regardless of origin, is able to achieve all of the rights and responsibilities of citizenship.
- | | | | | |
|----|----|---|---|-------|
| 1 | 2 | 3 | 4 | DK/NA |
| 43 | 42 | 9 | 5 | 1 |
- f. You can be proud of being Canadian and proud of your ancestry at the same time.
- | | | | | |
|----|----|---|---|-------|
| 1 | 2 | 3 | 4 | DK/NA |
| 77 | 18 | 3 | 2 | 1 |
- g. Multiculturalism is vital to uniting Canada.
- | | | | | |
|----|----|----|---|-------|
| 1 | 2 | 3 | 4 | DK/NA |
| 47 | 32 | 11 | 8 | 2 |

9. I'm now going to read some statements about what could happen in Canada as a result of multiculturalism policy. Please tell me how you feel about each statement on a scale of 1 to 7, where "1" means you totally disagree with the statement, and "7" means you totally agree with the statement. A neutral answer would be "4". Multiculturalism policy will: (ROTATE FROM X).

- a. Destroy our Canadian way of life
- | | | | | | | | |
|----|----|---|----|---|---|---|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 45 | 14 | 9 | 14 | 6 | 5 | 7 | 1 |
- b. Enrich Canada's culture
- | | | | | | | | |
|---|---|---|----|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 5 | 2 | 3 | 11 | 15 | 22 | 40 | 1 |
- c. Provide greater equality of opportunity for all groups in Canada
- | | | | | | | | |
|---|---|---|----|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 6 | 3 | 5 | 13 | 18 | 21 | 34 | 1 |
- d. Give some groups more than their fair share
- | | | | | | | | |
|----|----|---|----|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 22 | 10 | 8 | 19 | 13 | 10 | 17 | 1 |
- e. Cause greater conflict between groups of different origins
- | | | | | | | | |
|----|----|----|----|----|---|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 22 | 11 | 10 | 21 | 14 | 9 | 14 | 2 |

MULTICULTURALISM ATTITUDE SURVEY: FREQUENCY DISTRIBUTIONS

Page 7

- f) Ensure that people from various cultural backgrounds will have a sense of belonging to Canada
- | | | | | | | | |
|---|---|---|----|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 6 | 3 | 4 | 13 | 18 | 22 | 33 | 1 |
- g) Force Canada too change too quickly
- | | | | | | | | |
|----|----|----|----|----|---|---|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 24 | 14 | 12 | 23 | 11 | 6 | 9 | 2 |
- h) Help unite Canada
- | | | | | | | | |
|----|---|---|----|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 10 | 5 | 5 | 16 | 16 | 18 | 29 | 1 |
- i) Promote better foreign trade and international relations with other countries
- | | | | | | | | |
|---|---|---|----|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 9 | 4 | 5 | 18 | 14 | 17 | 30 | 2 |
10. I would like you to think of recent immigrants to Canada. These are persons who were born and raised outside of Canada. How comfortable would you feel being around individuals from the following groups of immigrants.... How about...(READ BRITISH FIRST OUTSIDE OF QUEBEC, FRENCH FIRST IN QUEBEC, THEN ROTATE FROM X)
- a) British
- | | | | | | | | |
|---|---|---|---|---|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 2 | 1 | 2 | 5 | 8 | 16 | 67 | 1 |
- b) French
- | | | | | | | | |
|---|---|---|---|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 3 | 2 | 2 | 7 | 12 | 17 | 57 | 1 |
- c) Ukrainians
- | | | | | | | | |
|---|---|---|---|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 2 | 1 | 2 | 8 | 12 | 18 | 55 | 3 |
- d) Sikhs
- | | | | | | | | |
|----|---|---|----|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 11 | 6 | 8 | 14 | 15 | 13 | 30 | 4 |
- e) Indo-Pakistanis
- | | | | | | | | |
|---|---|---|----|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 8 | 5 | 8 | 15 | 14 | 15 | 33 | 3 |
- f) Germans
- | | | | | | | | |
|---|---|---|---|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 3 | 1 | 3 | 8 | 12 | 21 | 51 | 1 |
- g) Chinese
- | | | | | | | | |
|---|---|---|----|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 3 | 2 | 3 | 10 | 13 | 20 | 49 | 1 |
- h) West Indian Blacks
- | | | | | | | | |
|---|---|---|----|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 5 | 3 | 5 | 11 | 14 | 18 | 43 | 2 |
- i) Jews
- | | | | | | | | |
|---|---|---|---|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 3 | 1 | 2 | 8 | 11 | 20 | 54 | 1 |
- j) Arabs
- | | | | | | | | |
|---|---|---|----|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 7 | 4 | 7 | 14 | 14 | 16 | 36 | 3 |
- k) Italians
- | | | | | | | | |
|---|---|---|---|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 1 | 1 | 2 | 6 | 12 | 21 | 56 | 1 |

MULTICULTURALISM ATTITUDE SURVEY: FREQUENCY DISTRIBUTIONS

Page 8

l)	Portuguese	1	2	3	4	5	6	7	DK/NA
		2	1	2	9	13	19	51	3
m)	Moslems	1	2	3	4	5	6	7	DK/NA
		7	4	7	15	13	15	35	4

11. Now I would like you to think of people born and raised in Canada, who have different ethnic and cultural origins. How comfortable would you feel being around individuals from the following groups... How about persons having..(READ **BRITISH FIRST OUTSIDE OF QUEBEC, FRENCH FIRST IN QUEBEC, THEN ROTATE FROM X**)

a)	British	1	2	3	4	5	6	7	DK/NA
		1	0	1	4	6	15	71	1
b)	French	1	2	3	4	5	6	7	DK/NA
		2	1	1	5	8	17	66	1
c)	Ukrainians	1	2	3	4	5	6	7	DK/NA
		1	1	1	7	9	17	62	2
d)	Sikhs	1	2	3	4	5	6	7	DK/NA
		7	4	5	12	13	14	41	4
e)	Indo-Pakistanis	1	2	3	4	5	6	7	DK/NA
		6	4	5	12	12	15	44	3
f)	Germans	1	2	3	4	5	6	7	DK/NA
		2	1	1	6	9	18	61	1
g)	Chinese	1	2	3	4	5	6	7	DK/NA
		2	1	2	6	11	18	59	1
h)	West Indian Blacks	1	2	3	4	5	6	7	DK/NA
		4	2	3	8	11	17	52	2
i)	Jews	1	2	3	4	5	6	7	DK/NA
		2	1	2	7	9	18	60	2
j)	Arabs	1	2	3	4	5	6	7	DK/NA
		5	3	5	11	11	16	46	3
k)	Italians	1	2	3	4	5	6	7	DK/NA
		1	0	1	5	8	20	63	1
l)	Portuguese	1	2	3	4	5	6	7	DK/NA
		1	1	2	8	10	18	59	2
m)	Native Canadian Indians	1	2	3	4	5	6	7	DK/NA
		2	1	2	7	10	18	59	1
n)	Moslems	1	2	3	4	5	6	7	DK/NA
		5	3	5	13	11	15	44	4

MULTICULTURALISM ATTITUDE SURVEY: FREQUENCY DISTRIBUTIONS

Page 9

12. I'd now like to read you some more statements about life in Canada today. Please tell me how you feel about each statement on a scale of 1 to 7, where "1" means you totally disagree, and "7" means you totally agree. A neutral answer would be "4". (Rotate from X, repeat scale regularly).

- a) It is best for Canada if all people forget their different ethnic and cultural backgrounds as soon as possible
- | | | | | | | | |
|----|----|---|----|---|---|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 34 | 12 | 9 | 13 | 8 | 6 | 18 | 0 |
- b) A society that has a variety of ethnic and cultural groups is more able to tackle new problems as they occur
- | | | | | | | | |
|---|---|---|----|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 6 | 3 | 5 | 20 | 18 | 19 | 28 | 1 |
- c) The unity of this country is weakened by Canadians of different ethnic and cultural backgrounds sticking to their old ways
- | | | | | | | | |
|----|----|---|----|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 21 | 12 | 8 | 16 | 14 | 11 | 17 | 1 |
- d) If Canadians of different ethnic and cultural origins want to keep their own culture, they should keep it to themselves
- | | | | | | | | |
|----|----|----|----|----|---|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 23 | 12 | 10 | 16 | 12 | 9 | 18 | 1 |
- e) A society that has a variety of ethnic or cultural groups has more problems with national unity than societies with one or two basic cultural groups.
- | | | | | | | | |
|----|---|---|----|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 17 | 9 | 7 | 20 | 14 | 14 | 18 | 2 |
- f) It is a bad idea for people of different races to marry one another
- | | | | | | | | |
|----|----|---|----|---|---|---|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 53 | 12 | 7 | 13 | 6 | 4 | 6 | 1 |
- g) Non-whites living here should not push themselves where they are not wanted
- | | | | | | | | |
|----|----|---|----|---|---|---|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 46 | 11 | 7 | 16 | 7 | 4 | 8 | 1 |
- h) Discrimination against non-whites is a problem in Canada
- | | | | | | | | |
|---|---|---|----|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 8 | 5 | 6 | 15 | 21 | 18 | 27 | 1 |
- i) It is more difficult for non-whites to be successful in Canadian society than it is for whites
- | | | | | | | | |
|----|---|---|----|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 13 | 7 | 7 | 16 | 20 | 17 | 20 | 1 |
- j) If employers only want to hire certain groups of people, that's their business
- | | | | | | | | |
|----|----|---|----|---|---|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 35 | 12 | 9 | 13 | 8 | 6 | 15 | 1 |
- k) Employers should set aside a certain number of places to hire qualified blacks and other minorities
- | | | | | | | | |
|----|----|---|----|----|---|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 32 | 10 | 8 | 16 | 10 | 8 | 16 | 1 |

MULTICULTURALISM ATTITUDE SURVEY: FREQUENCY DISTRIBUTIONS

Page 10

- l) Government should refuse to give contracts to companies that do not have a fair proportion of ethnic and racial minorities
- | | | | | | | | |
|----|---|---|----|----|---|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 28 | 9 | 9 | 21 | 11 | 7 | 15 | 1 |
- m) The government should set an example and hire more people from ethnic and cultural minorities
- | | | | | | | | |
|----|---|---|----|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 16 | 5 | 6 | 20 | 15 | 13 | 24 | 1 |
- n) People should make it on their own, and not blame their ethnic or racial background for their problems
- | | | | | | | | |
|---|---|---|----|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 6 | 3 | 5 | 13 | 14 | 15 | 45 | 0 |
- o) It makes me angry when I see recent immigrants on television demanding the same rights as Canadian citizens.
- | | | | | | | | |
|----|----|---|----|----|---|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 30 | 11 | 7 | 18 | 10 | 8 | 15 | 1 |
- p) Recent immigrants should have as much say about the future of Canada as people who were born and raised here.
- | | | | | | | | |
|----|---|----|----|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 14 | 9 | 10 | 16 | 12 | 14 | 25 | 1 |
- q) Most persons who are born and raised in [insert province of residence] have pretty much the same values
- | | | | | | | | |
|----|---|---|----|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 14 | 8 | 9 | 14 | 15 | 17 | 22 | 1 |
- r) Most persons who are raised in Canada have pretty much the same values
- | | | | | | | | |
|----|---|----|----|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 14 | 9 | 11 | 16 | 17 | 15 | 17 | 1 |
- s) Ethnic groups are mainly made up of persons who are born outside Canada
- | | | | | | | | |
|----|----|----|----|----|---|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 23 | 12 | 12 | 18 | 12 | 8 | 12 | 2 |
- t) Ethnic groups should try as much as possible to blend into Canadian society.
- | | | | | | | | |
|---|---|---|----|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 4 | 3 | 4 | 13 | 14 | 19 | 42 | 0 |
- u) Most problems with racism and prejudice will solve themselves over time without any intervention by government
- | | | | | | | | |
|----|----|----|----|----|---|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 27 | 14 | 13 | 14 | 12 | 8 | 11 | 1 |
- v) Most problems with multiculturalism will solve themselves over time without any intervention by government
- | | | | | | | | |
|----|----|----|----|----|---|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 25 | 14 | 13 | 16 | 12 | 8 | 11 | 1 |
- w) Canadians should do more to learn about the customs and heritage of different ethnic and cultural groups in this country
- | | | | | | | | |
|---|---|---|----|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 6 | 4 | 6 | 15 | 19 | 19 | 31 | 0 |

MULTICULTURALISM ATTITUDE SURVEY: FREQUENCY DISTRIBUTIONS

Page 11

- x) Canadian children growing up surrounded by people of different ethnic and cultural groups will be left without a solid cultural base
- | | | | | | | | |
|----|----|----|----|---|---|---|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 39 | 18 | 11 | 14 | 7 | 4 | 7 | 1 |
- y) If more immigrants from various backgrounds come to Canada, then Canadians (Quebecois for French language interviews in Quebec) will lose their identity
- | | | | | | | | |
|----|----|----|----|---|---|---|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 38 | 15 | 10 | 12 | 9 | 6 | 9 | 1 |
- z) Immigrant parents must encourage their children to retain the culture and traditions of their homeland
- | | | | | | | | |
|---|---|---|----|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 9 | 5 | 9 | 23 | 18 | 14 | 21 | 0 |
- aa) People who come to Canada should change their behaviour to be more like us
- | | | | | | | | |
|----|---|----|----|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 15 | 9 | 10 | 20 | 18 | 11 | 17 | 1 |
- bb) Even though some cultures or religions teach that men are superior to women, such teachings should not be allowed in Canada
- | | | | | | | | |
|---|---|---|----|---|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 9 | 3 | 4 | 12 | 7 | 14 | 51 | 1 |
- cc) In Canada, a man or woman should not be allowed to have more than one spouse, even if this is allowed by their religion or culture
- | | | | | | | | |
|---|---|---|----|---|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 7 | 2 | 2 | 11 | 4 | 10 | 63 | 1 |
- dd) No Canadian should be forced to work on his or her Holy Day, regardless of the day of the week on which it falls
- | | | | | | | | |
|----|---|---|----|---|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 17 | 6 | 5 | 18 | 8 | 10 | 35 | 1 |
- ee) Parents should not be allowed to refuse medical treatment such as polio inoculations on cultural or religious grounds
- | | | | | | | | |
|---|---|---|---|---|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 7 | 2 | 2 | 9 | 5 | 12 | 62 | 1 |
- ff) Even if it is part of their culture or religion, arranged marriages by parents should be discouraged
- | | | | | | | | |
|---|---|---|----|---|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 9 | 4 | 5 | 17 | 8 | 10 | 46 | 1 |
- gg) Whites in Canada tend to discriminate against non-whites
- | | | | | | | | |
|---|---|---|----|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 7 | 5 | 5 | 18 | 26 | 17 | 20 | 1 |
- hh) Non-whites in Canada tend to discriminate against whites
- | | | | | | | | |
|---|---|---|----|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 8 | 6 | 7 | 24 | 24 | 13 | 16 | 3 |
- ii) There is discrimination against certain groups of whites by the wider society.
- | | | | | | | | |
|---|---|---|----|----|----|----|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | DK/NA |
| 8 | 4 | 4 | 25 | 22 | 13 | 19 | 6 |

- jj) When dealing with ethnic or cultural minorities, the courts must make allowances for their different customs and values

1	2	3	4	5	6	7	DK/NA
29	11	7	15	15	10	14	1

- kk) The thought of Quebec leaving Canada makes me truly sad

1	2	3	4	5	6	7	DK/NA
15	4	4	13	7	11	45	0

- ll) I feel less committed to Canada than I did a few years ago

1	2	3	4	5	6	7	DK/NA
41	9	5	10	8	10	16	1

13. Among the people in your neighbourhood, are there none, some, or many who are of a different cultural or racial background than yourself?

None.....	1	17%
Some.....	2	48%
Many.....	3	34%
(Don't Know/Not Stated)....	9	1%

14. Are there none, some, or many people of different cultural or racial origins than you yourself among the following:

Members of your family

None	Some	Many	DK/NA
60	34	6	0

Friends you see regularly

None	Some	Many	DK/NA
27	54	19	0

People you work with

None	Some	Many	DK/NA
26	40	24	10

Demographics

This survey is being conducted by the Angus Reid Group for Multiculturalism and Citizenship Canada. So that we can use your responses for statistical analysis, I would like to ask you some questions to classify your answers. All information in the survey is kept strictly confidential.

15. What is your age?

Under 25	12%
25-44	46%
45-64	28%
65+	13%

16. Which of the following best describes your employment status? (READ LIST)

Employed full-time.....	1	52%
Employed part-time.....	2	11%
Unemployed but seeking employment.....	3	5%
A student.....	4	6%
At home.....	5	8%
Retired.....	6	17%
Other.....	7	2%
(Refused/Not Stated).....	9	0%

MULTICULTURALISM ATTITUDE SURVEY: FREQUENCY DISTRIBUTIONS

Page 13

17. In at least two words, can you please describe your present occupation?
- | | |
|---------------------------|-----|
| Managerial/administrative | 12% |
| Professional/Technical | 19% |
| Clerical and Related | 9% |
| Sales | 6% |
| Service | 5% |
| Farming/Fishing/Forestry | 2% |
| Blue Collar Skilled | 8% |
| Blue Collar Unskilled | 1% |
| Missing | 37% |
| DK/NS | 1% |
18. What is the highest level of schooling that you have obtained?
- | | |
|---|-----|
| Grade school or some high school.....1 | 18% |
| Completed high school.....2 | 26% |
| Technical, post secondary/CEGEP, Community College....3 | 22% |
| Some university.....4 | 10% |
| Complete university degree.....5 | 18% |
| Post graduate degree.....6 | 7% |
| (Don't Know/Not Stated).....9 | 0% |
19. Which of the following income groups includes your total household income, before taxes, including wages and other sources from all members of your household (READ LIST).
- | | |
|----------------------------|-----|
| Less Than \$10,000.....1 | 5% |
| \$10,000-\$19,999.....2 | 12% |
| \$20,000-\$29,999.....3 | 14% |
| \$30,000-\$39,999.....4 | 16% |
| \$40,000-\$49,999.....5 | 13% |
| \$50,000-\$59,999.....6 | 11% |
| \$60,000-\$69,999.....7 | 7% |
| \$70,000-\$79,999.....8 | 5% |
| \$80,000+.....9 | 12% |
| (Refused/Not Stated)....10 | 8% |
20. How many children under the age of 19 are there in your household none or ____ children
- | | |
|------|-----|
| none | 46% |
| 1 | 28% |
| 2 | 17% |
| 3+ | 9% |
21. Including yourself, how many persons are there in this household? one or ____ persons
- | | |
|-----|-----|
| One | 18% |
| 2 | 30% |
| 3 | 19% |
| 4 | 21% |
| 5+ | 13% |
22. Were you born in Canada?
- | | |
|-----------|-----|
| Yes.....1 | 85% |
| No.....2 | 15% |
- (IF NO TO Q.22 ASK: Questions 23, 24)

MULTICULTURALISM ATTITUDE SURVEY: FREQUENCY DISTRIBUTIONS

Page 14

23. In which country were you born?
- | | |
|-----------------------|------|
| Canada | 85 % |
| USA | 2 % |
| UK | 5 % |
| Western Europe | 3 % |
| Eastern Europe | 1 % |
| Southern Europe | 1 % |
| Asia | 2 % |
| Caribbean/West Indies | 1 % |
| Africa | 1 % |
| Midle East | 0 % |
| Latin America | 0 % |
| NS | 0 % |
24. When did you come to Canada? Year _____
- Year of Immigration
- | | |
|-------------|------|
| Before 1956 | 5 % |
| 1956-1968 | 4 % |
| 1969-1980 | 4 % |
| 1981-1991 | 2 % |
| NS/NK | 0 % |
| NA | 85 % |

(ASK ALL:)

25. What is the first language or languages you learned as a child and still understand today (ACCEPT UP TO TWO RESPONSES)?

English Only	63 %
French Only	14 %
English and French	14 %

Remaining Summary Variable Incorrectly Derived

- 26a. Can you personally speak (French/English) (ASK OPPOSITE OF LANGUAGE INTERVIEW CONDUCTED IN) well enough to conduct a conversation?

Yes.....1	35 %
No.....2	65 %

- 26b. What language(s), other than English or French, can you personally speak well enough to conduct a conversation?

None.....1	78 %
------------	------

OR

Specify other language(s) (specify up to 3)

27. What language do you yourself speak most often at home?

English.....1
French.....2
Other (SPECIFY) (Record up to 2 responses)

Summary Variable Incorrectly Derived

MULTICULTURALISM ATTITUDE SURVEY: FREQUENCY DISTRIBUTIONS

Page 15

28. What is your religion? (ACCEPT SUNNI RATHER THAN ISLAM, ROMAN CATHOLIC RATHER THAN CHRISTIAN, ETC.)

Protestant	41%
Catholic	43%
Jewish	1%
None/agnostic	11%
Other	1%
DK/NS	1%

29. To which ethnic or cultural group(s) did your ancestors belong? (DO NOT READ ITEMS - RECORD ALL ANSWERS) (IF CANADIAN IS MENTIONED PROBE: Other than Canadian to which ethnic or cultural group(s) did your ancestors belong?)

British	(includes, English, Irish, Scottish, Welsh or combinations of these answers)
French	(Includes Quebecois, Franco Ontarien, Frano-Manitoban, acadian etc)
German	
Italian	
Ukrainian	
Dutch	
Chinese	
Jewish	
Polish	
Portuguese	
Aboriginal Person	(Includes North American Indian, Métis, Inuit, Dene, Mohawk, Cree, etc.)

Summary of Ethnic Origins

British Only	31%
French Only	17%
One Other only	19%
Two or more Other	5%
British and French	7%
British and Other	11%
French and Other	4%
British, French and Other	2%
DK/NS	4%

30. People may describe themselves in a number of ways. If you had to choose one, generally speaking, do you think of yourself as: (READ FIRST RESPONSE GIVEN IN Q.29) (NOTE: ALL ITEMS ARE ASKED BEFORE THE CHOICE IS MADE. CANADIAN AND PROVINCE OF RESIDENCE ARE PLACED LAST TO ALLOW THE OTHER ORIGINS TO BE GIVEN SOME ATTENTION ON THE PART OF THE RESPONDENT)

First Origin reported (e.g. read as Dutch)	4%
a First Origin + Canadian (e.g. read as Dutch-Canadian)	12%
Second Origin if reported (e.g. read as Chinese)	0%
a Second Origin if reported + Canadian (e.g. read as Chinese-Canadian)	1%
a Province or Residence (e.g. Manitoban)	18%
a Canadian	63%
Other	1%
Don't Know/Not Stated	1%

NOTE: ALL ITEMS ARE ASKED BEFORE THE CHOICE IS MADE. CANADIAN AND PROVINCE OF RESIDENCE ARE PLACED LAST TO ALLOW THE OTHER ORIGINS TO BE GIVEN SOME ATTENTION ON THE PART OF THE RESPONDENT.

MULTICULTURALISM ATTITUDE SURVEY: FREQUENCY DISTRIBUTIONS

Page 16

31. Using a 7 point scale where 1 is very weak and 7 is very strong, how strongly do you identify with being a (READ ANSWER GIVEN TO Q29) (READ LIST)

First Origin reported (e.g. read as Dutch)

1	2	3	4	5	6	7	DK/NS	NA
29	10	8	13	12	7	16	6	

a First Origin + Canadian (e.g. read as Dutch-Canadian)

1	2	3	4	5	6	7	DK/NS	NA
27	8	6	12	12	8	18	8	

Second Origin if reported (e.g. read as Chinese)

1	2	3	4	5	6	7	DK/NS	NA
14	3	2	4	2	1	2	2	71

a Second Origin if reported + Canadian (e.g. read as Chinese-Canadian)

1	2	3	4	5	6	7	DK/NS	NA
14	3	2	3	2	1	3	2	71

a Province or Residence (e.g. Manitoban)

1	2	3	4	5	6	7	DK/NS	NA
9	3	4	9	12	15	44	5	0

a Canadian

1	2	3	4	5	6	7	DK/NS	NA
3	1	2	5	7	10	72	1	0

